

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1984

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	36.2	30,730
2	WORLD SERIES GAME #1(S)	27.7	23,520
3	WORLD SERIES GAME #2(S)	26.0	22,070
4	DYNASTY#	25.1	21,310
5	WORLD SERIES POST GAME(S)	24.8	21,060
6	DALLAS	24.4	20,720
7	WORLD SERIES GAME #5(S)	22.7	19,270
8	SPECIAL MOVIE PRSNT-MON(S)	22.4	19,020
9	SIMON & SIMON#	22.0	18,680
10	A TEAM#	21.8	18,510
11	WORLD SERIES GAME #3(S)	21.5	18,250
12	BILL COSBY SHOW	21.2	18,000
13	KNOTS LANDING#	21.1	17,910
14	NAT'L LEAGUE CHAMP-GM-5(S)	20.5	17,400
15	FAMILY TIES	20.1	17,060
16	ABC SUNDAY NIGHT MOVIE#	20.0	16,980
17	MAGNUM, P.I.	19.9	16,900
17	MURDER, SHE WROTE	19.9	16,900
19	RIPTIDE#	19.7	16,730
20	CHEERS#	19.5	16,560
20	NAT'L LEAGUE CHAMP-GM-4(S)	19.5	16,560
22	FALCON CREST	19.3	16,390
22	J. CARSON ANNIVERSARY SP.(S)	19.3	16,390
24	HOTEL#	19.2	16,300

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	24.0	53,260
2	A TEAM#	17.1	37,930
3	BILL COSBY SHOW	16.2	36,110
4	DALLAS	16.1	35,900
5	DYNASTY#	16.1	35,750
6	WORLD SERIES GAME #1(S)	15.2	33,860
7	WORLD SERIES POST GAME(S)	14.8	32,970
8	FAMILY TIES	14.5	32,310
9	WORLD SERIES GAME #2(S)	14.4	32,010
10	SIMON & SIMON#	14.3	31,890
11	RIPTIDE#	13.4	29,710
12	ABC SUNDAY NIGHT MOVIE#	13.1	29,160
13	NAT'L LEAGUE CHAMP-GM-5(S)	13.0	28,950
14	WORLD SERIES GAME #5(S)	12.9	28,580
15	REAGAN FOR PRESIDENT-FRI(S)	12.8	28,510
16	MURDER, SHE WROTE	12.8	28,440
17	KNIGHT RIDER	12.7	28,320
18	SPECIAL MOVIE PRSNT-MON(S)	12.7	28,290
19	KNOTS LANDING#	12.6	27,920
20	FALL GUY#	12.5	27,840
21	CHEERS#	12.5	27,790
22	MAGNUM, P.I.	12.3	27,460

WOMEN (18+)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	31.8	28,200
2	DALLAS	23.5	20,830
3	DYNASTY#	21.2	18,760
4	SPECIAL MOVIE PRSNT-MON(S)	20.8	18,410
5	KNOTS LANDING#	20.6	18,260
6	SIMON & SIMON#	18.6	16,480
7	FALCON CREST	17.9	15,890
8	MURDER, SHE WROTE	16.7	14,820
9	A TEAM#	16.3	14,450
10	BILL COSBY SHOW	16.2	14,310
11	ABC SUNDAY NIGHT MOVIE#	16.1	14,280
12	RIPTIDE#	15.8	13,960
13	FAMILY TIES	15.7	13,880
14	J. CARSON ANNIVERSARY SP.(S)	15.6	13,790
15	CBS WEDNESDAY NIGHT MOVIE	15.4	13,650
16	HOTEL#	15.4	13,610
17	MONDALE FOR PRESIDENT(S)	15.2	13,470
18	REAGAN FOR PRESIDENT-FRI(S)	15.0	13,290
19	MAGNUM, P.I.	15.0	13,260

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WORLD SERIES GAME #1(S)	22.8	18,240
2	NBC MONDAY NIGHT MOVIES#	22.6	18,080
3	WORLD SERIES GAME #2(S)	20.7	16,550
4	WORLD SERIES POST GAME(S)	20.5	16,400
5	WORLD SERIES GAME #5(S)	18.6	14,870
6	NAT'L LEAGUE CHAMP-GM-4(S)	18.5	14,750
7	NAT'L LEAGUE CHAMP-GM-5(S)	18.3	14,630
8	WORLD SERIES GAME #3(S)	17.1	13,620
9	AMER. LEAGUE CHAMP-GM-2(S)	16.2	12,950
10	ABC SUNDAY NIGHT MOVIE#	16.0	12,760
11	A TEAM#	15.8	12,600
12	AMER. LEAGUE CHAMP-GM-1(S)	15.2	12,170
13	NAT'L LEAGUE CHAMP-GM-3(S)	14.1	11,250
14	HILL STREET BLUES#	14.0	11,170
15	SIMON & SIMON#	14.0	11,150
16	NFL MONDAY NIGHT FOOTBALL	13.7	10,950
17	DYNASTY#	13.7	10,930
18	DEBATE ANALYSIS-CBS(S)	13.6	10,850
19	WORLD SERIES PRE GAME #1(S)	13.5	10,760
20	AMER. LEAGUE CHAMP-GM-3(S)	13.4	10,710
21	BILL COSBY SHOW	13.3	10,640
22	MAGNUM, P.I.	13.3	10,630
23	RIPTIDE#	12.9	10,270
24	CBS NFL FOOTBALL GAME 1	12.6	10,050

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	J. CARSON ANNIVERSARY SP.(S)	12.6	10,040
25	MURDER, SHE WROTE	12.6	10,040
27	60 MINUTES	12.2	9,710
28	CHEERS#	12.1	9,690
28	DALLAS	12.1	9,690

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	NBC MONDAY NIGHT MOVIES#	34.0	18,990
2	KNOTS LANDING#	21.5	11,990
3	DALLAS	20.2	11,280
4	RIPTIDE#	18.7	10,430
5	DYNASTY#	18.5	10,300
6	SPECIAL MOVIE PRSNT-MON(S)	18.1	10,120
7	SIMON & SIMON#	17.8	9,910
8	A TEAM#	17.5	9,760
9	J. CARSON ANNIVERSARY SP.(S)	16.3	9,090
10	FAMILY TIES	16.1	8,980
11	REMINGTON STEELE#	16.1	8,970
12	FACTS OF LIFE#	16.0	8,950
13	ABC SUNDAY NIGHT MOVIE#	16.0	8,900
14	BILL COSBY SHOW	15.8	8,800
15	CBS WEDNESDAY NIGHT MOVIE	15.8	8,790
16	IT'S YOUR MOVE#	15.6	8,700
17	CHEERS#	15.2	8,490

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	31.4	8,550
2	NBC MONDAY NIGHT MOVIES#	28.1	7,660
3	SPECIAL MOVIE PRSNT-MON(S)	26.5	7,220
4	FALCON CREST	25.8	7,030
5	DYNASTY#	25.7	7,010
6	REAGAN FOR PRESIDENT-FRI(S)	24.2	6,600
7	MURDER, SHE WROTE	23.6	6,420
8	JEFFERSONS#	23.4	6,380
9	WORLD SERIES GAME #1(S)	23.1	6,290
10	ALICE#	22.1	6,010
11	MAGNUM, P.I.	21.6	5,890
12	WORLD SERIES GAME #2(S)	21.5	5,850
13	LOVE BOAT#	21.3	5,810
14	60 MINUTES	21.3	5,790
15	DEBATE ANALYSIS-CBS(S)	21.1	5,750
16	KNOTS LANDING#	20.9	5,680
17	SIMON & SIMON#	20.8	5,660
18	MONDALE FOR PRESIDENT(S)	20.1	5,480
19	COUNTRY MUSIC AWARDS(S)	19.6	5,340
19	WORLD SERIES POST GAME(S)	19.6	5,340
21	TRAPPER JOHN, M.D.#	19.5	5,320
22	HOTEL#	19.1	5,200
22	WORLD SERIES GAME #3(S)	19.1	5,200
24	WORLD SERIES GAME #5(S)	19.0	5,170

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1984

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

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50	CH		

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

CONT'D

25	SCARECROW & MRS. KING	18.6	5,060
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MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

1	NBC MONDAY NIGHT MOVIES#	22.9	12,360
2	WORLD SERIES POST GAME(S)	19.1	10,340
3	WORLD SERIES GAME #1(S)	18.6	10,030
4	A TEAM#	16.6	8,960
5	WORLD SERIES GAME #2(S)	16.2	8,740
6	HILL STREET BLUES#	15.9	8,620
7	ABC SUNDAY NIGHT MOVIE#	15.4	8,310
8	WORLD SERIES GAME #5(S)	14.9	8,060
9	DYNASTY#	14.2	7,670
10	NAT'L LEAGUE CHAMP-GM-5(S)	14.2	7,670
11	NAT'L LEAGUE CHAMP-GM-4(S)	14.1	7,620
12	NBC SUNDAY NIGHT MOVIE#	13.8	7,480
13	CHEERS#	13.7	7,410
14	RIPTIDE#	13.5	7,270
15	SIMON & SIMON#	13.0	7,000
16	AMER. LEAGUE CHAMP-GM-2(S)	12.9	6,990
17	AMER. LEAGUE CHAMP-GM-1(S)	12.8	6,930
18	BILL COSBY SHOW	12.7	6,890
19	NFL MONDAY NIGHT FOOTBALL	12.7	6,860
20	WORLD SERIES GAME #3(S)	12.4	6,690
21	J. CARSON ANNIVERSARY SP.(S)	12.1	6,550
22	CBS NFL FOOTBALL GAME 1	11.9	6,410
23	MAGNUM, P.I.	11.9	6,410
24	FAMILY TIES	11.8	6,390

CONT'D

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

1	WORLD SERIES GAME #1(S)	34.6	7,150
2	WORLD SERIES GAME #2(S)	33.6	6,940
3	WORLD SERIES GAME #3(S)	29.3	6,060
4	NAT'L LEAGUE CHAMP-GM-4(S)	27.7	5,730
5	NAT'L LEAGUE CHAMP-GM-5(S)	27.7	5,720
6	WORLD SERIES GAME #5(S)	27.5	5,680
7	AMER. LEAGUE CHAMP-GM-2(S)	24.2	5,010
8	NAT'L LEAGUE CHAMP-GM-3(S)	23.3	4,810
9	WORLD SERIES POST GAME(S)	22.9	4,730
10	WORLD SERIES PRE GAME #1(S)	22.1	4,570
11	AMER. LEAGUE CHAMP-GM-1(S)	21.5	4,450
12	WORLD SERIES PRE GAME #2(S)	20.9	4,310
13	AMER. LEAGUE CHAMP-GM-3(S)	20.7	4,280
14	WORLD SERIES GAME #4(S)	19.9	4,120
15	WORLD SERIES PRE GAME #3(S)	19.9	4,110
16	NBC MONDAY NIGHT MOVIES#	19.4	4,010
17	ABC SUNDAY NIGHT MOVIE#	18.5	3,820
18	60 MINUTES	18.4	3,800
19	AMER. LEAGUE CHAMP-PRE-1(S)	18.2	3,770
20	AMER. LEAGUE CHAMP-PRE-3(S)	17.8	3,670
21	DEBATE ANALYSIS-CBS(S)	17.6	3,640
22	MAGNUM, P.I.	17.4	3,600
23	MURDER, SHE WROTE	17.1	3,530
24	NAT'L LEAGUE CHAMP-GM-2(S)	16.9	3,490

CONT'D

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING OCTOBER 14, 1984

NIELSEN AVERAGE AUDIENCE

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	ST. ELSEWHERE#	11.7	6,320

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	LOVE BOAT#	16.7	3,460
26	DALLAS	16.7	3,450
27	NAT'L LEAGUE CHAMP-PRE-4(S)	16.3	3,370
28	AMER. LEAGUE CHAMP-PRE-2(S)	16.2	3,340
28	NFL MONDAY NIGHT FOOTBALL	16.2	3,340
30	V.P. DEBATE ANALYSIS-CBS(S)	16.1	3,320
31	CBS EVENING NEWS-RATHER	15.2	3,150
32	JEFFERSONS#	15.0	3,100
32	V.P. DEBATE ANALYSIS-NBC(S)	15.0	3,100
34	WORLD SERIES PRE GAME #5(S)	14.9	3,070
35	PRES. DEBATE ANALYSIS-ABC(S)	14.8	3,050
36	NAT'L LEAGUE CHAMP-PRE-3(S)	14.6	3,020
37	A TEAM#	14.6	3,010
38	SIMON & SIMON#	14.5	3,000
39	NAT'L LEAGUE CHAMP-GM-1(S)	14.4	2,970
40	FALCON CREST	14.3	2,960
41	NAT'L LEAGUE CHAMP-PRE-5(S)	14.2	2,930
42	CALL TO GLORY	14.1	2,910
43	FINDER OF LOST LOVES#	14.0	2,890
43	HARDCASTLE & MCCORMICK	14.0	2,890

NOTES

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1984 REPORT

PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
													AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
																	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 0-11				
EVENING CONT'D																																		
ABC WRLD NEWS TONIGHT-SUN		1							158			A	6.0	11	509	1422	758 192	758 212	347	378	320	348		502	64	144	196	235	279	16	LT	146	45	
2 SUN.			6.30P	30	ABC	N			83			B	6.0	11	509	1422	758 192	758 212	347	378	320	348		502	64	144	196	235	279	16	LT	146	45	
AFTERMASH TUE.		3	201	202					98	99		A	12.5	20	1061	1715	717 234	783 236	399	367	333	351		494	115	243	243	293	193	144	61	294	173	
8.00P			30	CBS	CS							B	12.3	20	1044	1653	737 232	799 246	412	376	338	353		491	120	239	240	283	192	116	45	247	150	
AIRWOLF SAT.		4	203	206					99	99		A	12.1	22	1027	2033	697 284	742 240	441	415	349	252		803	337	553	525	370	197	149	27	339	231	
8.00 - 8.30			60	CBS	A							B	12.1	22	1027	2083	705 310	764 256	473	433	371	248		820	343	572	521	381	210	116	30	383	268	
8.30 - 9.00												A	11.6	21	985	1990	704 276	747 241	440	406	348	253		786	320	535	507	367	203	141	28	316	212	
												A	12.8	23	1087	2029	675 283	720 231	432	416	345	245		797	345	556	528	365	186	157	27	355	241	
ALICE 2 SUN.		1							203			A	17.0	26	1443	1441	720 217	822 182	324	350	395	417		483	150	248	252	212	186	85	45	51	41	
9.35P			30	CBS	CS				99			B	17.0	26	1443	1441	720 217	822 182	324	350	395	417		483	150	248	252	212	186	85	45	51	41	
AMER. LEAGUE CHAMP-PRE-1(S)		210							99			A	13.4	24	1138	1598	587 184	660 179	331	307	318	271		834	307	446	405	327	332	74	48	30	15	
1 TUE.			8.00P	18	ABC	SC																												
AMER. LEAGUE CHAMP-GM-1(S)		210							99			A	16.9	28	1435	1424	447 166	491 116	236	239	250	205		847	301	483	450	358	310	59	18	27	9	
1 TUE.			8.18P	184	ABC	SE																												
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AMER. LEAGUE CHAMP-PRE-2(S)		210							99			A	11.3	20	959	1386	447 143	512 82	193	172	275	277		769	234	386	330	279	348	64	39	41	22	
1 WED.			8.00P	18	ABC	SC																												
AMER. LEAGUE CHAMP-GM-2(S)		210							99			A	17.8	29	1511	1449	449 166	492 129	233	221	237	206		856	245	462	460	395	330	71	27	30	11	
1 WED.			8.18P	216	ABC	SE																												
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AMER. LEAGUE CHAMP-PRE-3(S)		210							99			A	11.4	23	968	1587	559 146	595 110	237	240	282	296		840	173	370	434	394	379	97	70	55	33	
1 FRI.			8.00P	18	ABC	SC																												
AMER. LEAGUE CHAMP-GM-3(S)		210							99			A	15.2	26	1290	1405	449 184	485 89	222	241	268	200		831	204	410	469	420	332	59	27	30	18	
1 FRI.			8.18P	177	ABC	SE																												
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
EVENING CONT'D																																				
DALLAS							3	205	203																											
FRI.		9.00P	60	CBS	GD		99	99																												
		9.00 - 9.30																																		
		9.30 - 10.00																																		
DEBATE ANALYSIS-CBS(S)								205																												
1 SUN.		10.45P	15	CBS	P			99																												
DEBATE ANALYSIS-1-NBC(S)								199																												
1 SUN.		10.44P	31	NBC	P			98																												
DIFFRENT STROKES-SAT.							3	195	198																											
SAT.		8.00P	30	NBC	CS			97	98																											
DREAMS							2	201	201																											
WED.		8.30P	30	CBS	CS			99	99																											
DUKES OF HAZZARD							4	201	198																											
1 FRI.		8.00P	54	CBS	CS			98	99																											
2 FRI.		8.00P	60																																	
		8.00 - 8.30																																		
		8.30 - 9.00																																		
DYNASTY							2		205																											
2 WED.		9.00P	60	ABC	GD			99																												
		9.00 - 9.30																																		
		9.30 - 10.00																																		
E/R							3	203	201																											
TUE.		8.30P	30	CBS	CS			99	99																											
FACTS OF LIFE							2	195																												
1 WED.		9.00P	30	NBC	CS			99																												
FALCON CREST							3	207	199																											
FRI.		10.00P	60	CBS	GD			99	99																											
		10.00 - 10.30																																		
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FALL GUY							3		200																											
2 WED.		8.00P	60	ABC	A			99																												
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FAMILY TIES							3	200	208																											
THU.		8.30P	30	NBC	CS			99	99																											
FINDER OF LOST LOVES							3		207																											
2 SAT.		10.00P	60	ABC	GD			99																												
		10.00 - 10.30																																		
		10.30 - 11.00																																		
FOUL UPS, BLEEPES-BLUNDERS							2		198																											
2 TUE.		8.00P	30	ABC	U			99																												
GIMME A BREAK							3	199	196																											
SAT.		8.30P	30	NBC	CS			99	98																											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																														
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOTAL															6-11																
EVENING CONT'D																																													
HARDCASTLE & MCCORMICK																		4	208	207	A	14.0	21	1189	1986	697	313	769	288	485	443	344	233	792	333	496	477	352	242	179	72^	246	146		
SUN.																		8.00P	60	ABC A	99	99	B	14.7	23	1248	1927	731	300	786	276	486	449	372	254	759	287	480	449	362	235	155	64	227	136
8.00 - 8.30																		A	13.4	21	1138	2002	692	303	764	280	472	438	344	238	787	339	497	474	340	238	191	79^	260	156					
8.30 - 9.00																		A	14.6	22	1240	1957	694	319	763	292	491	444	342	223	795	329	497	480	360	245	169	65^	230	138					
HAWAIIAN HEAT																		3		201	A	11.6	18	985	1672	606	240^	674	288	450	428	299	182^	579	276	400	291	256	152^	122^	49^	297	244^		
2 FRI.																		9.00P	60	ABC OP		99	B	12.8	21	1087	1713	619	289	669	239	441	436	322	185	572	240	380	348	251	151	130	60	342	258
9.00 - 9.30																		A	11.4	18	968	1693	615	243^	684	290	449	430	300	193^	586	281	401	281	252^	159^	107^	39^	316	235^					
9.30 - 10.00																		A	11.8	18	1002	1639	592	238^	657	283	446	421	295	174^	564	267	395	297	259	143^	137^	58^	281	250					
HIGHWAY TO HEAVEN																		3		202	A	18.1	29	1537	1709	776	232	829	253	468	453	391	301	557	226	369	319	282	135^	113^	57^	210	141^		
1 WED.																		8.00P	60	NBC GD		99	B	19.3	30	1639	1718	748	267	816	263	437	434	376	316	528	181	325	299	252	175	172	69	202	139
8.00 - 8.30																		A	17.0	28	1443	1735	788	222	836	262	475	458	392	305	581	234	384	330	295	145^	110^	51^	208	142^					
8.30 - 9.00																		A	19.1	29	1622	1689	766	238	823	243	464	447	395	298	535	216	355	312	272	125^	120^	63^	211	141^					
HILL STREET BLUES																		2		208	A	17.4	28	1477	1655	723	319	765	321	520	474	331	195	756	362	584	536	346	119^	83^	35^	51^	26^		
1 THU.																		10.00P	60	NBC OP		99	B	17.9	30	1520	1588	685	316	753	315	507	472	328	189	711	322	543	526	347	112	78	29	46	30
10.00 - 10.30																		A	17.3	27	1469	1612	715	311	753	307	507	465	333	193	745	353	572	529	343	116^	81^	34^	33^	22^					
10.30 - 11.00																		A	17.4	29	1477	1700	732	325	779	335	534	487	334	195	768	372	597	544	347	124^	85^	34^	68^	30^					
HOLLYWOOD SCREEN TESTS(S)																				200	A	11.4	21	968	1689	740	370	856	304	510	486	407	253^	478	171^	330	300	269	103^	149^	90^	206^	146^		
1 FRI.																		8.00P	56	NBC GV		98	A	12.1	23	1027	1691	739	356	849	289	494	477	409	261	465	163^	311	284	258	103^	154^	97^	223^	158^
8.30 - 9.00																		A	10.6	19	900	1687	744	391	869	326	535	498	403	244^	498	179^	355	322	284	105^	140^	81^	180^	131^					

HOT PURSUIT							3	198	A 10.6 19 900	1739	767	276^	819	247^	443	421	394	299	544	223^	365	311	243^	139^	197^	107^	179	133^
1 SAT. 10.00P 60 NBC SM							99	B 11.0 20 934	1697	753	342	818	218	445	448	439	300	589	159	355	322	340	194	121	46	169	134	
10.00 - 10.30							A 10.8 19 917	1725	795	288	847	269^	469	438	410	301	549	207^	369	331	257^	142^	178	94^	151^	119^		
10.30 - 11.00							A 10.5 19 891	1724	727	256^	775	219^	407	395	373	295	533	238^	355	283	222^	136^	215^	119^	201^	143^		
HOTEL							2	200	A 19.2 30 1630	1466	748	248	836	286	462	461	377	320	454	192	274	248	208	136^	144^	88^	32^	23^
2 WED. 10.00P 60 ABC GD							99	B 19.0 31 1613	1528	770	264	855	290	510	455	400	299	522	224	303	252	218	173	126	65	25	21	
10.00 - 10.30							A 19.3 30 1639	1487	738	258	820	295	461	443	357	308	474	213	296	263	208	142^	141^	88^	52^	34^		
10.30 - 11.00							A 19.0 31 1613	1447	755	237	851	277	460	485	396	330	434	169	250	233	208	132^	151^	90^	11^	11^		
HUNTER							2	195	A 11.4 19 968	1673	723	250^	814	357	558	479	380	179^	549	199^	387	349	323	121^	140^	87^	170^	143^
1 FRI. 9.00P 60 NBC OP							99	B 11.6 19 985	1652	731	208	813	289	515	460	428	228	550	145	347	352	332	159	136	80	153	118	
9.00 - 9.30							A 10.7 18 908	1687	708	253^	798	344	528	459	376	186^	540	193^	383	343	320	121^	147	97^	202^	165^		
9.30 - 10.00							A 12.2 20 1036	1638	729	243	818	364	577	490	378	172^	547	202^	383	352	319	118^	134^	77^	139^	122^		
IT'S YOUR MOVE							2	193	A 15.5 23 1316	1866	845	362	889	418	661	554	353	196	565	265	414	325	267	106^	194	84^	218	158^
1 WED. 9.30P 30 NBC CS							99	B 15.4 24 1307	1764	785	311	836	374	610	528	358	181	547	242	386	323	259	122	191	78	190	137	
J. CARSON ANNIVERSARY SP.(S)							196	A 19.3 30 1639	1619	744	353	842	376	554	472	335	230	612	204	400	372	306	160	102^	34^	63^	21^	
1 MON. 9.00P 120 NBC GV							99	A 18.1 27 1537	1716	772	374	861	386	547	485	334	244	604	202	389	354	302	168	152^	49^	99^	30^	
9.00 - 9.30							A 19.5 29 1656	1647	761	377	846	387	560	489	334	224	611	193	384	361	316	168	113^	32^	77^	14^		
9.30 - 10.00							A 20.3 31 1723	1551	716	331	826	370	550	463	329	221	607	213	408	379	298	149	80	35^	78^	23^		
10.00 - 10.30							A 19.5 32 1656	1550	718	323	824	358	555	458	338	224	619	202	409	389	307	157	69^	24^	38^	17^		
JEFFERSONS							1	202	A 17.9 26 1520	1447	705	250	818	170	332	348	383	420	489	135^	235	245	218	202	88^	42^	52^	52^
2 SUN. 9.05P 30 CBS CS							99	B 17.9 26 1520	1447	705	250	818	170	332	348	383	420	489	135	235	245	218	202	88	42	52	52	
JESSIE							3	199	A 10.6 17 900	1322	742	266^	829	336	487	430	338	279	308	102^	220^	234^	200^	74^	94^	48^	91^	52^
2 TUE. 10.00P 60 ABC OP							99	B 14.7 24 1248	1470	747	259	839	298	480	424	379	298	427	116	248	248	248	151	138	70	66	49	
CONT'D																												

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
NAT'L LEAGUE CHAMP-PRE-3(S) 210																																	
1 THU. 8.00P 17 ABC SC 99																																	
A 10.5 19 891 1475 625 264^ 643 146^ 301 355 355 242^ 676 146^ 297 264^ 320 340 83^ 33^ 73^ 41^																																	
NAT'L LEAGUE CHAMP-GM-3(S) 210																																	
1 THU. 8.17P 163 ABC SE 99																																	
A 17.0 27 1443 1540 567 173 604 115^ 292 306 335 247 780 191 391 386 371 334 93^ 33^ 63^ 29^																																	
8.00 - 8.30 A 12.3 21 1044 1540 622 247 639 120^ 301 339 362 254 730 173^ 350 311 333 340 91^ 31^ 80^ 43^																																	
8.30 - 9.00 A 15.4 25 1307 1603 599 208 625 125^ 302 332 329 245 768 195 400 392 358 319 110^ 34^ 100^ 59^																																	
9.00 - 9.30 A 17.5 27 1486 1509 565 175 595 89^ 267 284 331 263 776 181 379 387 367 338 77^ 23^ 61^ 36^																																	
9.30 - 10.00 A 19.3 29 1639 1485 543 162 570 101^ 289 296 319 230 786 179 386 398 386 340 91^ 32^ 38^ 10^																																	
10.00 - 10.30 A 18.4 28 1562 1558 551 152^ 609 137^ 306 309 331 244 795 195 401 405 390 327 100^ 33^ 54^ 17^																																	
10.30 - 11.00 A 16.5 26 1401 1548 560 149^ 610 125^ 292 302 352 249 786 206 396 373 368 341 89^ 44^ 63^ 17^																																	
NAT'L LEAGUE CHAMP-PRE-4(S) 209																																	
1 SAT. 8.00P 18 ABC SC 99																																	
A 11.2 22 951 1534 528 168^ 583 83^ 166^224^ 312 319 853 187^ 419 448 445 354 51^ 40^ 47^ 47^																																	
NAT'L LEAGUE CHAMP-GM-4(S) 210																																	
1 SAT. 8.18P 197 ABC SE 99																																	
A 19.5 35 1656 1563 510 169 550 101^ 226 259 305 244 891 211 461 494 467 346 51^ 18^ 71^ 48^																																	
8.00 - 8.30 A 14.0 26 1189 1524 514 151^ 550 72^ 156^216 292 305 882 183^ 421 441 457 385 48^ 37^ 44^ 44^																																	
8.30 - 9.00 A 16.1 29 1367 1563 531 175^ 564 91^ 183 238 292 284 891 180^ 411 436 467 399 57^ 38^ 51^ 40^																																	
9.00 - 9.30 A 18.6 32 1579 1678 536 180 576 111^ 224 253 299 264 928 224 459 479 468 380 65^ 32^ 109^ 67^																																	
9.30 - 10.00 A 18.9 32 1605 1644 518 175 567 113^ 240 258 304 249 884 199 455 472 470 358 70^ 24^ 123^ 83^																																	
10.00 - 10.30 A 19.5 34 1656 1603 539 188 585 106^ 260 290 338 240 882 197 464 513 481 330 50^ 10^ 86^ 60^																																	
10.30 - 11.00 A 21.0 37 1783 1570 514 168 554 105^ 245 274 319 235 898 220 489 529 477 320 46^ 10^ 72^ 51^																																	
11.00 - 11.30 A 23.9 44 2029 1424 460 147 490 93^ 224 252 289 205 880 238 486 525 451 309 36^ 17 18^ 8^																																	
NBC MONDAY NIGHT MOVIES 2 198																																	
2 MON. 9.00P 120 NBC FF 99																																	
A 36.2 52 3073 1733 816 346 916 367 617 556 426 249 587 267 402 355 251 130 154 84 76^ 46^																																	
9.00 - 9.30 B 26.9 40 2284 1726 840 304 936 368 620 542 423 261 575 244 382 347 257 143 131 66 84 55																																	
9.30 - 10.00 A 33.8 47 2870 1823 842 349 930 370 625 566 432 257 563 263 385 323 235 127 197 99 133 83^																																	
10.00 - 10.30 A 36.0 51 3056 1784 806 348 908 370 610 552 415 249 597 278 404 350 248 135 183 93 96 67^																																	
10.30 - 11.00 A 37.6 55 3192 1664 810 341 914 368 619 554 421 243 592 268 406 370 254 126 115 70^ 43^ 21^																																	
A 37.4 57 3175 1666 809 347 916 367 617 557 429 244 595 258 410 375 269 128 119 72^ 36^ 18^																																	
NBC NEWS DIGEST-M-F 9 178 197																																	
1 M-TH 8.58P 1 NBC N 93 97																																	
A 16.7 26 1418 1740 682 259 741 252 417 394 336 264 624 221 370 344 283 207 163 79 212 135																																	
2 M & TH 8.58P 1																																	
A 16.7 26 1418 1740 682 259 741 252 417 394 336 264 624 221 370 344 283 207 163 79 212 135																																	
2 TUE. 8.17P 1																																	
A 16.7 26 1418 1740 682 259 741 252 417 394 336 264 624 221 370 344 283 207 163 79 212 135																																	
2 WED. 8.15P 1																																	
A 16.7 26 1418 1740 682 259 741 252 417 394 336 264 624 221 370 344 283 207 163 79 212 135																																	
2 FRI. 8.16P 1																																	
A 16.7 26 1418 1740 682 259 741 252 417 394 336 264 624 221 370 344 283 207 163 79 212 135																																	
NBC NEWS DIGEST-2-M-F 3 181 180																																	
1 TU&TH 9.58P 1 NBC N 94 95																																	
A 20.9 31 1774 1692 794 328 877 361 605 538 404 223 574 249 386 350 261 134 135 66 106 72																																	
2 MON. 9.58P 1																																	
B 20.9 31 1774 1692 794 328 877 361 605 538 404 223 574 249 386 350 261 134 135 66 106 72																																	
NBC NEWS DIGEST-SAT 2 177 176																																	
SAT. 8.58P 1 NBC N 95 93																																	
A 12.9 23 1095 1924 784 256 850 329 506 423 333 302 398 148 233 229 164 131 280 174 396 275																																	
B 12.9 23 1095 1924 784 256 850 329 506 423 333 302 398 148 233 229 164 131 280 174 396 275																																	
NBC NEWS DIGEST-2-SAT. 1 190																																	
1 SAT. 9.54P 1 NBC N 96																																	
A 10.7 18 908 2074 880 370 946 371 610 533 425 278 488 191^ 336 314 245^112^ 307 150^ 333 250^																																	
B 10.7 18 908 2074 880 370 946 371 610 533 425 278 488 191 336 314 245 112 307 150 333 250																																	
NBC NEWS DIGEST-SUN 2 180 176																																	
SUN. 8.58P 1 NBC N 94 92																																	
A 14.7 22 1248 1980 623 264 661 259 398 368 305 210 632 262 418 379 285 176 165 82^ 522 360																																	
B 14.7 22 1248 1980 623 264 661 259 398 368 305 210 632 262 418 379 285 176 165 82 522 360																																	
NBC NEWS DIGEST-2-SUN. 1 188																																	
2 SUN. 9.56P 1 NBC N 96																																	
A 16.2 25 1375 1827 547 236 584 263 438 358 294 117^ 671 289 554 508 343 97^ 361 127^ 211 173^																																	
B 16.2 25 1375 1827 547 236 584 263 438 358 294 117 671 289 554 508 343 97 361 127 211 173																																	
NBC NIGHTLY NEWS-SAT. 2 157 162																																	
SAT. 6.30P 30 NBC N 89 91																																	
A 8.1 17 688 1299 642 207 676 135^ 249 266 337 378 554 159^ 223 257 191 282 58^ 23^ 11^ 11^																																	
B 8.1 17 688 1299 642 207 676 135 249 266 337 378 554 159 223 257 191 282 58 23 11 11																																	

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)					CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-17 FEM.	TOTAL 6-11						
EVENING CONT'D																																	
REAGAN FOR PRESIDENT-FRI(S)					204		A	18.8	33	1596	1786	715 241	834	257	370	329	327	414	503	178	300	267	245	161	126^	45^	323	187					
1 FRI. 8.54P 6 CBS P					99																												
REAGAN FOR PRESIDENT(S)					206		A	18.1	31	1537	1749	911 372	1053	350	658	553	510	348	464	203	327	285	224	95^	77^	46^	155^	92^					
1 WED. 10.55P 4 CBS P					99																												
REAGAN FOR PRESIDENT.(S)					205		A	11.3	20	959	1976	748 262	818	202^	441	444	458	330	751	247^	526	504	403	182^	109^	14v	298	250^					
2 SAT. 9.53P 7 CBS P					99																												
REAGAN PAID POLITICAL-NBC(S)					204		A	8.8	16	747	1748	747 410	889	342	583	526	423	218^	519	192^	375	322^	294^	107^	152^	83v	188^	132^					
1 FRI. 8.56P 4 NBC P					99																												
REAGAN PAID POLITICAL-SAT(S)					200		A	11.2	21	951	1882	778 262	811	331	557	495	380	224^	594	218^	440	431	305	139^	257^	110^	220^	191^					
2 SAT. 10.55P 5 NBC P					99																												
REAGAN/BUSH'84 COMMITTEE(S)					208		A	12.5	22	1061	1715	819 374	861	311	528	466	420	278	763	310	470	383	309	259	66^	26v	25v	25v					
2 SUN. 10.56P 4 ABC P					99																												
REMINGTON STEELE					2 196		A	17.5	30	1486	1642	792 262	840	353	604	550	400	189	551	217	413	399	301	87^	137^	42v	114^	75^					
1 TUE. 10.00P 60 NBC PD					99		B	16.2	28	1375	1575	705 260	747	314	553	501	359	150	610	264	460	408	296	112	135	30	83	50					
10.00 - 10.30							A	17.6	29	1494	1658	803 259	855	368	628	561	399	182	544	221	410	390	288	88^	132^	39v	127^	87^					
10.30 - 11.00							A	17.3	31	1469	1629	787 265	830	339	582	543	404	199	559	214	417	409	314	88^	141^	44^	99^	63^					
RIPLEY'S BELIEVE IT-NOT					3 193 190		A	10.3	17	874	1931	688 291	747	278	465	419	367	214	747	330	478	465	293	201	177	53^	260	181					
1 SUN. 7.22P 38 ABC U					97 96		B	10.1	17	857	1927	669 280	722	260	441	413	362	223	741	310	472	436	322	221	175	47	289	202					

2 SUN.	7.00P	60							A 9.0 15 764	2000	699 266	750 294	476 378	360 216	762 344	500 494	308 170	200 54^	288 204							
	7.00 - 7.30								A 11.1 18 942	1899	684 306	748 269	461 440	373 215	739 323	469 452	287 215	164 54^	248 170							
RIPTIDE			1	196					A 19.7 31 1673	1776	758 265	834 330	623 540	421 172	614 215	435 396	341 137^	156 40^	172 126^							
1 TUE.	9.00P	60	NBC PD	99					B 19.7 31 1673	1776	758 265	834 330	623 540	421 172	614 215	435 396	341 137	156 40	172 126							
	9.00 - 9.30								A 19.8 31 1681	1783	735 261	812 318	607 515	412 172	623 191	434 397	369 147^	160 34v	188 126^							
	9.30 - 10.00								A 19.6 31 1664	1764	780 267	853 342	640 562	427 171	605 238	436 393	314 125^	151 45^	155 123^							
ST. ELSEWHERE			3	202					A 13.7 22 1163	1659	793 229	819 305	529 491	352 244	697 323	542 460	346 113^	94^ 44v	49v 29v							
1 WED.	10.00P	60	NBC GD	99					B 14.0 24 1189	1564	775 269	799 322	530 520	360 216	603 290	463 399	272 121	102 38	60 43							
	10.00 - 10.30								A 13.9 22 1180	1683	811 227	836 318	553 505	358 241	687 318	534 460	335 111^	95^ 43v	65^ 43v							
	10.30 - 11.00								A 13.5 22 1146	1625	775 233	798 290	499 473	342 247	709 332	554 461	352 116^	88^ 44v	30v 16v							
SCARECROW & MRS. KING			2	206 208					A 17.3 26 1469	1658	758 308	854 247	459 426	389 345	474 116	234 251	254 180	93 39^	237 174							
MON.	8.00P	60	CBS GD	99 99					B 17.3 26 1469	1658	758 308	854 247	459 426	389 345	474 116	234 251	254 180	93 39	237 174							
	8.00 - 8.30								A 16.6 26 1409	1661	755 303	856 241	455 420	391 351	473 105	226 247	260 186	88^ 35^	244 174							
	8.30 - 9.00								A 18.0 27 1528	1650	759 313	849 251	462 430	389 338	473 127	240 253	244 176	99 42^	229 174							
SILVER SPOONS			3	185					A 10.3 17 874	1919	749 451	811 280^	545 560	451 157^	484 144^	334 316	292 106^	216^116^	408 245^							
1 SUN.	7.30P	30	NBC CS	94					B 10.5 18 891	1829	690 325	742 250	468 470	364 205	501 188	333 331	244 124	195 116	391 259							
SIMON & SIMON			2	205					A 22.0 33 1868	1707	774 326	881 263	529 502	464 302	596 169	374 357	355 160	116^ 33v	114^ 99^							
1 THU.	9.00P	60	CBS PD	99					B 19.5 31 1656	1704	784 276	857 257	489 451	429 316	637 184	383 351	358 209	108 18	102 76							
	9.00 - 9.30								A 21.1 32 1791	1711	751 321	861 247	514 495	463 294	600 159	364 359	364 171	115^ 31v	135^ 112^							
	9.30 - 10.00								A 22.9 35 1944	1697	797 331	901 278	544 505	465 311	590 178	381 355	346 151	113^ 33v	93^ 83^							
60 MINUTES			4	208 206					A 16.8 27 1426	1589	728 269	779 169	326 320	376 405	680 203	370 353	329 267	45^ 16v	85^ 47^							
1 SUN.	7.00P	60	CBS DN	99 99					B 18.8 31 1596	1587	739 299	801 178	354 346	382 400	637 164	332 332	316 265	61 26	88 47							
2 SUN.	7.05P	60																								
CONT'D																										

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
														K E Y		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																																	
60 MINUTES-CONT'D																																	
7.00 - 7.30															A 15.1 25 1282 1546 702 256 752 160 310 298 365 402 677 213 372 361 317 258 42^ 18v 75^ 37^																		
7.30 - 8.00															A 18.2 29 1545 1597 744 273 794 179 334 329 374 409 682 197 368 346 335 273 35^ 10v 86 46^																		
SPECIAL MOVIE PRSNT-MON(S)															A 22.4 34 1902 1487 904 376 968 263 532 515 482 379 359 90^ 200 205 218 115^ 70^ 51^ 90^ 71^																		
1 MON. 9.00P 120 CBS FF															99 201																		
9.00 - 9.30															A 20.6 30 1749 1635 888 391 971 276 551 520 447 378 378 87^ 200 224 237 119^ 128^ 84^ 158 120^																		
9.30 - 10.00															A 21.7 32 1842 1543 933 377 984 274 543 520 469 387 364 82^ 204 225 233 108^ 92^ 64^ 103^ 78^																		
10.00 - 10.30															A 23.4 36 1987 1401 901 361 962 255 520 507 496 381 344 87^ 194 195 206 112^ 37^ 30v 58^ 50^																		
10.30 - 11.00															A 23.8 39 2021 1393 896 376 959 252 520 510 510 375 353 101^ 199 181 204 121^ 31v 31v 50^ 41^																		
SPORTSBREAK-SAT															4 199 203 A 11.2 20 951 1953 676 272 722 215 414 397 351 269 757 308 513 477 359 189 150 28v 324 224																		
SAT. 8.58P 1 CBS SN															96 99 B 11.3 20 959 2034 687 291 767 248 462 425 376 269 798 336 556 496 370 206 114 31 355 258																		
SPORTSBREAK-SUN															4 201 202 A 18.9 28 1605 1580 759 304 857 214 403 403 399 384 542 138 281 291 271 215 74^ 46^ 107 79^																		
1 SUN. 8.58P 1 CBS SN															96 96 B 19.0 28 1613 1623 777 305 883 236 439 422 404 388 549 136 291 302 294 213 109 57 82 58																		
2 SUN. 9.03P 1																																	
T.J. HOOKER															1 208 A 12.5 23 1061 1716 699 307 719 209^ 333 308 311 374 570 130^ 263 321 284 249 136^ 109^ 291 181^																		
2 SAT. 8.00P 60 ABC OP															99 B 12.5 23 1061 1716 699 307 719 209 333 308 311 374 570 130 263 321 284 249 136 109 291 181																		
8.00 - 8.30															A 11.9 22 1010 1687 676 293 695 216^ 321 285 282 364 572 134^ 255 317 280 255 120^ 95^ 300 190^																		
8.30 - 9.00															A 13.2 23 1121 1721 714 315 733 203^ 340 323 332 379 559 127^ 267 320 281 239 147^ 118^ 282 173^																		
TV BLOOPERS & PRAC. JOKES															4 207 204 A 16.3 25 1384 1828 684 316 755 292 468 399 346 256 565 236 353 299 234 176 227 85^ 281 202																		

MON. 8.00P 60 NBC CV						99 98			B 15.9	25	1350	1818	686 315	771 309	483 389	331 260	547 227	338 280	228 178	193 77	307 212						
		8.00 - 8.30							A 15.4	24	1307	1800	676 300	751 277	455 389	349 263	542 220	335 276	227 176	221 76^	286 208						
		8.30 - 9.00							A 17.1	26	1452	1857	696 333	762 309	481 410	341 249	585 247	370 325	245 173	232 91	278 198						
THREE'S A CROWD						2 197			A 15.4	23	1307	1710	759 185^	805 338	462 371	296 296	409 201	286 238	153^ 99^	180^ 69^	316 208						
		2 TUE. 8.30P 30 ABC CS				99			B 15.4	23	1307	1717	759 266	832 322	477 380	337 295	444 185	275 228	187 142	168 92	273 168						
TRAPPER JOHN, M.D.						2 204			A 16.6	28	1409	1396	716 173^	830 211	363 353	395 377	515 185	281 306	230 171^	51^ 21v	LT LT						
		2 SUN. 10.05P 60 CBS GD				99			B 15.5	27	1316	1391	724 217	820 208	379 357	379 373	509 179	284 286	234 173	57 19	5 LT						
		10.00 - 10.30							A 16.3	26	1384	1405	698 156^	822 214	345 325	386 393	521 184	288 312	242 168^	62^ 24v	LT LT						
		10.30 - 11.00							A 17.0	29	1443	1387	725 186	842 219	381 369	409 367	499 179	264 297	221 171^	46^ 23v	LT LT						
20/20 SPECIAL(S)						201			A 8.6	14	730	1930	782 334^	863 259^	359 375	378 355	673 168^	309^ 322^	295^ 295^	93^ 35v	301^ 102^						
		2 THU. 8.00P 60 ABC DN				99			A 8.5	14	722	1964	804 349	905 304^	416 372	363 353	638 153^	285^ 299^	273^ 286^	101^ 46v	320^ 115^						
		8.00 - 8.30							A 8.6	13	730	1903	766 321^	830 217^	305^ 380	396 360	714 185^	337^ 346	318^ 309^	80v 23v	279^ 87v						
V.P. DEBATE ANALYSIS-ABC(S)						204			A 12.4	21	1053	1400	711 315	756 167^	353 373	400 334	561 122^	255 242	318 260	83^ 52v	LT LT						
		2 THU. 10.32P 28 ABC P				99																					
V.P. DEBATE ANALYSIS-CBS(S)						206			A 14.0	23	1189	1310	620 159^	682 130^	247 265	303 388	601 145^	272 322	299 279	17v LT	10v 10v						
		2 THU. 10.30P 30 CBS N				99																					
V.P. DEBATE ANALYSIS-NBC(S)						197			A 11.9	20	1010	1609	752 266	787 151^	370 365	473 362	722 211^	370 378	320 307	10v 10v	90^ 83^						
		2 THU. 10.30P 30 NBC P				99																					
WEBSTER						3 202			A 15.3	25	1299	1757	736 299	875 360	522 452	360 300	478 238	320 281	168^ 119^	116^ 83^	288 163^						
		2 FRI. 8.30P 30 ABC CS				99			B 16.1	27	1367	1877	768 320	864 319	533 477	361 293	477 186	295 281	197 143	165 94	371 251						
WORLD SERIES PRE GAME #1(S)						213			A 18.2	31	1545	1505	565 167	589 126^	227 278	274 297	697 192	350 363	316 297	101^ 17v	118^ 73^						
		2 TUE. 8.00P 19 NBC SC				99																					

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PROGRAM NAME										NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. TYPE	WK 1	WK 2	WK 3		AVG. AUD. %	AVG. SHARE %	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)					
													TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																																		
WORLD SERIES GAME #1(S)										213	A	27.7 44	2352	1440	536 207	557 136	236 260	252 267						774 216	426 432	353 303		50^ 11^	59^ 43^					
2 TUE. 8.19P 221 NBC SE										99																								
8.00 - 8.30											A	19.5 32	1656	1477 535 160	565 131^	229 275	253 280						702 194	356 366	317 299		97^ 17^	113^ 66^						
8.30 - 9.00											A	24.6 38	2089	1493 484 184	509 101^	190 216	235 275						772 227	406 433	336 312		93^ 14^	119^ 80^						
9.00 - 9.30											A	28.7 43	2437	1515 523 195	540 113	215 249	247 275						801 228	453 448	364 308		70^ 7^	104 75^						
9.30 - 10.00											A	30.2 45	2564	1560 561 210	582 148	245 276	247 281						833 245	472 454	369 322		67^ 8^	78^ 62^						
10.00 - 10.30											A	29.5 44	2505	1437 551 217	569 137	246 271	253 270						817 225	469 464	384 306		24^ 3^	27^ 18^						
10.30 - 11.00											A	29.3 45	2488	1401 556 212	574 140	249 277	264 272						776 210	420 425	351 309		19^ 8^	32^ 25^						
11.00 - 11.30											A	27.8 48	2360	1352 545 233	568 159	258 278	259 252						724 201	403 406	330 286		33^ 21^	27^ 22^						
11.30 - 12.00											A	26.8 54	2275	1304 523 208	548 154	243 243	255 242						709 180	371 407	342 278		31^ 17^	16^ 16^						
WORLD SERIES PRE GAME #2(S)										213	A	15.5 27	1316	1533 610 205	660 123^	236 259	282 358						635 124^	253 299	298 327		84^ 17^	154^ 110^						
2 WED. 8.00P 17 NBC SC										99																								
WORLD SERIES GAME #2(S)										213	A	26.0 40	2207	1450 551 211	585 148	271 280	270 266						751 204	397 419	341 315		64^ 19^	50^ 33^						
2 WED. 8.17P 177 NBC SE										99																								
8.00 - 8.30											A	17.7 29	1503	1517 617 213	658 117^	244 272	289 347						639 136^	270 315	292 324		89^ 19^	131^ 94^						
8.30 - 9.00											A	23.5 36	1995	1530 594 237	637 141	265 275	277 311						722 161	349 384	329 332		75^ 17^	96^ 67^						
9.00 - 9.30											A	25.1 37	2131	1456 549 191	569 140	268 269	266 262						759 191	375 412	351 342		82^ 15^	46^ 37^						
9.30 - 10.00											A	26.4 38	2241	1419 532 188	558 146	273 274	259 244						773 204	395 426	355 335		56^ 3^	32^ 24^						
10.00 - 10.30											A	29.6 44	2513	1409 530 213	566 148	270 283	267 248						757 234	427 434	331 294		54^ 22^	32^ 14^						
10.30 - 11.00											A	27.9 43	2369	1447 528 218	567 152	269 283	273 247						779 230	450 458	367 290		64^ 34^	37^ 15^						
11.00 - 11.30											A	27.6 47	2343	1455 580 229	618 187	311 320	277 261						742 226	421 423	323 291		56^ 33^	39^ 17^						
WORLD SERIES PRE GAME #3(S)										213	A	13.7 25	1163	1495 586 188^	602 103^	239 281	286 302						706 157^	307 330	308 355		125^ 26^	62^ 62^						
2 FRI. 8.00P 18 NBC SC										99																								
WORLD SERIES GAME #3(S)										213	A	21.5 35	1825	1469 560 208	577 122^	251 267	279 285						746 170	366 379	370 332		70^ 24^	76^ 58^						
2 FRI. 8.18P 212 NBC SE										99																								
8.00 - 8.30											A	15.3 27	1299	1416 580 192^	597 102^	238 277	291 305						686 144^	297 330	319 341		61^ LT	72^ 72^						
8.30 - 9.00											A	18.9 32	1605	1498 581 221	594 113^	233 276	281 304						751 145^	333 368	372 366		64^ LT	89^ 68^						
9.00 - 9.30											A	20.2 32	1715	1517 541 191	541 113^	224 244	252 279						790 171	361 382	396 381		100^ 48^	86^ 50^						
9.30 - 10.00											A	21.9 34	1859	1504 560 201	570 107^	244 255	284 286						763 172	355 364	364 363		83^ 32^	88^ 57^						
10.00 - 10.30											A	23.4 37	1987	1432 550 196	564 117^	227 243	265 294						745 162	378 382	378 324		58^ 21^	65^ 52^						
10.30 - 11.00											A	22.9 36	1944	1434 561 202	575 124^	235 254	263 300						738 165	370 385	372 320		56^ 18^	65^ 57^						
11.00 - 11.30											A	23.2 40	1970	1487 599 258	629 169	324 328	299 266						718 193	395 396	356 276		63^ 32^	77^ 62^						
11.30 - 12.00											A	23.1 44	1961	1409 505 188	551 92^	265 275	326 250						731 201	390 376	366 292		60^ 24^	67^ 67^						
*LATE FRINGE																																		
ABC NEWS:NIGHTLINE-FRI(B)										194	A	6.3 19	535	1123 542 82^	542 112^	266^334^	316^208^						513 127^	268^268^	219^245^		42^ LT	26^ 26^						
1 FRI. 12.00M 20 ABC N										98																								
ABC NEWS:NIGHTLINE-MON										3 200 196	A	4.1 19	348	951 339^ 89^	339^ 46^	129^232^	262^ 95^						612 161^	362^328^	298^250^		LT LT	LT LT						
1 MON. 12.38A 30 ABC N										97 96	B	3.6 19	306																					
2 MON. 12.28A 30																																		
ABC NEWS:NIGHTLINE										99 197 196	A	5.8 15	492	1287 593 223	628 140	309 323	380 242						588 152	302 281	291 257		47^ 29^	24^ LT						
1 THU. 11.30P 30 ABC N										98 97	B	6.0 17	509																					
1 FRI. 11.50P 1																																		

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.		TOTAL	6-11	
LATE FRINGE CONT'D																															
ABC NEWS:NIGHTLINE-WED(B)						197		A	4.9	23	416	1058	448	196	477	161	275	235	272	143	497	62	266	266	320	231	LT	LT	84	LT	
1 WED. 12.36A 30 ABC N						97																									
ABC NEWS:NIGHTLINE-WED(B)						196		A	4.6	16	391	765	420	256	420	LT	136	192	343	228	345	LT	LT	153	220	192	LT	LT	LT	LT	
2 WED. 12.00M 12 ABC N						97																									
ABC ROCKS						9	128	136	A	2.2	7	187	738	204	113	279	188	214	118	69	65	294	134	204	140	80	90	106	96	59	LT
1 FRI. 12.20A 32 ABC PC						75	80	B	2.2	7	187																				
2 FRI. 12.02A 31																															
ABC WEEKEND REPORT-SAT.						2	168	164	A	4.3	12	365	1038	526	99	526	41	203	273	346	253	474	69	203	184	246	230	38	LT	LT	LT
1 SAT. 12.18A 15 ABC N						88	88	B	4.3	12	365	1038	526	99	526	41	203	273	346	253	474	69	203	184	246	230	38	LT	LT	LT	
2 SAT. 11.30P 15																															
ABC WEEKEND REPORT-SUN.						2	166	168	A	4.3	14	365	1104	688	324	688	150	429	392	403	228	369	98	202	197	198	151	47	47	LT	LT
SUN. 11.30P 15 ABC N						90	91	B	4.3	14	365	1104	688	324	688	150	429	392	403	228	369	98	202	197	198	151	47	47	LT	LT	
CAMPAIGN '84						4	184	179	A	3.9	11	331	1157	656	247	734	138	423	487	467	247	387	73	208	218	253	160	36	24	LT	LT
TUE. 11.30P 30 CBS P						92	92	B	4.0	11	340	1156	677	237	736	143	395	466	445	245	402	66	183	194	239	188	18	LT	LT	LT	
CBS NEWS NIGHTWATCH-1						12	63	63	A	1.0	12	85	824	365	247	506	118	353	259	318	129	318	118	154	165	130	153	LT	LT	LT	LT
1 MWTHSU 2.00A 30 CBS N						60	60	B	1.1	13	93	843	375	239	462	87	345	288	324	87	381	167	208	239	167	131	LT	LT	LT	LT	
2 MON. 2.16A 14																															
2 WTHSU 2.00A 30																															
CBS NEWS NIGHTWATCH-2						15	96	95	A	.9	19	76	711	316	171	342	106	237	210	158	92	369	185	251	250	118	105	LT	LT	LT	LT

M-THSU	2.30A	210	CBS N		86	85	B	.9	18	76	797	304	156	321	97	236	215	160	72	
2.30 - 3.00							A	1.4	20	119	832	479	328	530	185	387	320	286	109	
3.00 - 3.30							A	1.1	20	93	656	248	119	248	54	140	118	118	76	
3.30 - 4.00							A	.9	19	76	697	237	106	237	LT	158	105	105	79	
4.00 - 4.30							A	.8	20	68	735	309	103	309	133	236	236	103	73	
4.30 - 5.00							A	.7	18	59	441	306	102	306	136	238	238	102	LT	
5.00 - 5.30							A	.7	18	59	644	237	LT	237	85	136	136	LT	101	
5.30 - 6.00							A	.8	19	68	574	236	148	236	LT	133	133	162	103	
CBS SUNDAY NEWS-OSGOOD					3	138	A	5.4	12	458	1155	645	177	730	169	317	295	353	354	
1 SUN.	11.00P	15	CBS N		73	74	B	5.4	12	458	1231	682	203	764	183	349	316	351	356	
2 SUN.	11.05P	15																		
DAVID LETTERMAN I					8	188	A	3.3	18	280	1282	576	192	597	199	315	308	286	186	
1 MON.	12.37A	30	NBC GV		99	99	B	3.3	18	280	1282	576	192	597	199	315	308	286	186	
1 TU-TH	12.30A	30																		
2 M & TH	12.30A	30																		
2 TUE.	1.30A	30																		
2 WED.	12.46A	30																		
DAVID LETTERMAN SPECIAL(S)					197		A	4.1	14	348	1330	644	276	644	189	312	304	307	240	
1 MON.	11.37P	60	NBC GV		98															
11.30 - 12.00							A	4.7	14	399	1393	666	226	666	165	336	365	356	241	
12.00 - 12.30							A	3.8	14	323	1294	635	316	635	210	303	263	276	242	
12.30 - 1.00							A	3.3	16	280	1246	614	322	614	211	278	250	264	225	
DAVID LETTERMAN II					8	188	A	2.4	17	204	1230	538	167	544	181	304	318	304	128	
1 MON.	1.07A	30	NBC GV		98	99	B	2.4	17	204	1230	538	167	544	181	304	318	304	128	
1 TU-TH	1.00A	30																		
2 M & TH	1.00A	30																		
CONT'D																				

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
								K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TEENS (12-17)					CHILDREN (2-11)																		
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	TOTAL						18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11																
LATE FRINGE CONT'D																																									
DAVID LETTERMAN II-CONT'D																																									
2 TUE. 2.00A 30																																									
2 WED. 1.16A 30																																									
EYE ON HOLLYWOOD																						89 113 113		A		1.6 7 136		809 397^161^		463 88^ 227^176^ 294^199^		338^ 73^ 73^147^ 185^191^		LT LT		LT LT					
1 TUE. 12.24A 29 ABC GV																						68 68		B		2.0 7 170															
1 THU. 12.00M 32																																									
2 TU&TH 12.00M 30																																									
2 WED. 12.12A 31																																									
FRIDAY NIGHT VIDEOS																						2 196 194		A		2.8 16 238		1118 433^139^		538 319^ 412^282^ 193^ 93^		450^315^ 404^265^ 135^ 46^		113^ LT		LT LT					
1 FRI. 12.30A 90 NBC PC																						99 99		B		2.8 16 238		1118 433 139		538 319 412 282 193 93		450 315 404 265 135 46		113 LT		LT LT					
2 FRI. 1.22A 90																																									
12.30 - 1.00																								A		3.8 16 323		1167 521^229^		691^393^ 517^282^ 238^109^		350^158^ 350^192^ 192^ LT		126^ 65^		LT LT					
1.00 - 1.30																								A		3.1 16 263		1354 589 137^		776 438^ 638 498 315^ 77^		445^278^ 395^269^ 167^ 50^		133^ LT		LT LT					
1.30 - 2.00																								A		2.5 15 212		1137 378^ 75^		458^297^ 354^198^ 141^ 90^		505^386^ 439^312^ 119^ 66^		118^ LT		56^ LT					
2.00 - 2.30																								A		2.4 17 204		1044^ 426^167^		426^274^ 274^274^ 152^152^		530^447^ 447^294^ 83^ 83^		88^ LT		LT LT					
2.30 - 3.00																								A		1.8 16 153		497^ LT LT		LT LT LT LT LT LT		431^431^ 431^268^ LT LT		66^ LT		LT LT					
G MICHAELS SPORTS MACHINE																						4 73 73		A		1.5 5 127		1150 584^394^		584^166^ 332^465^ 418^119^		543^173^ 362^362^ 291^181^		LT LT		LT LT					
1 SUN. 11.45P 30 NBC SC																						49 50		B		1.6 5 136		863 433 289		448 155 296 377 293 57		396 141 263 278 217 118		LT LT		LT LT					
2 SUN. 11.30P 30																																									
LATE MOVIE I																						20 178 175		A		4.9 17 416		1192 634 276		694 196 405 406 397 221		425 153 293 254 210 115^		34^ 15^		39^ 25^					

1 MON.	11.30P	66	CBS FF	91	90	B	4.9	17	416	1166	580	214	647	164	373	366	379	217	451	157	295	268	225	133	38	LT	30	17		
1 TUE.	12.00M	68																												
1 W & F	11.30P	68																												
1 THU.	11.30P	61																												
2 MON.	11.46P	67																												
2 TUE.	12.00M	67																												
2 W & TH	11.30P	67																												
2 FRI.	11.30P	62																												
	11.30 - 12.00					A	5.4	14	458	1273	666	249	742	222	436	400	400	251	455	147	318	298	243	117^	38^	11^v	38^	20^v		
	12.00 - 12.30					A	4.6	16	391	1215	629	294	696	197	405	405	392	222	432	155^	289	250	211	126^	41^	20^v	46^	29^v		
	12.30 - 1.00					A	4.6	22	391	1100	619	317	650	149^	361	438	432	194	402	180	286	214	162	108^	20^v	LT	28^v	28^v		
	1.00 - 1.30					A	3.6	24	306	824	514	324^	514	154^	314^	468	314^	46^v	310^	137^	203^	66^v	104^v	107^	LT	LT	LT	LT		
LATE MOVIE II																														
1 MON.	12.36A	45	CBS FF	20	178	176	A	3.3	19	280	1075	576	318	626	168^	421	417	404	148^	389	164^	267	256	185^	90^	21^v	LT	39^v	29^v	
1 TUE.	1.08A	56				B	3.4	20	289	1053	507	211	555	137	356	342	354	152	451	183	304	298	233	111	LT	LT	32	23		
1 WED.	12.38A	43																												
1 THU.	12.31A	60																												
1 FRI.	12.38A	49																												
2 MON.	12.53A	46																												
2 TUE.	1.07A	54																												
2 WED.	12.37A	48																												
2 THU.	12.37A	51																												
2 FRI.	12.32A	55																												
	12.30 - 1.00					A	3.6	17	306	1222	639	336	692	182^	440	434	441	199^	444	186^	323	307	228	88^	27^v	LT	59^	36^v		
	1.00 - 1.30					A	3.2	19	272	1048	574	327	625	177^	430	419	389	139^	368	161^	243	250	163^	85^	LT	LT	40^v	33^v		
	1.30 - 2.00					A	2.9	25	246	691	363	265	399	77^	301	350	322	LT	292	121^	174^	85^	114^	118^	LT	LT	LT	LT		
SATURDAY NIGHT CONT'D																														
					2	198	194	A	7.0	21	594	1495	546	261	600	301	464	358	245	114^	569	296	501	441	246	58^	217	151^	109^	83^

ABC DAYTIME NEWSBRIEF-M-F	10	207	208	A	8.1	29	688	1209	707	224	820	435	569	392	287	208	209	97	122	87^	57^	84^	46^	38^	134	27^		
1 M & TH	2.58P	1	ABC N	99	99	B	8.1	29	688	1209	707	224	820	435	569	392	287	208	209	97	122	87	57	84	46	38	134	27
1 TU & W	1.58P	1																										
1 FRI.	2.57P	2																										
2 MON.	2.57P	2																										
2 TU-F	2.58P	1																										
ABC WORLD NEWS-MORN-615A	10	105	106	A	1.2	15	102	922	403^	216^	412^	49^	176^	226^	235^	166^	432^	79^	304^	284^	225^	128^	78^	49^	LT	LT		
M-F	6.15A	15	ABC N	76	77	B	1.2	15	102	922	403	216	412	49	176	226	235	166	432	79	304	284	225	128	78	49	LT	LT
ABC WORLD NEWS-MORN-645A	10	168	168	A	2.4	20	204	1216	446	221^	515	133^	324	304	264^	152^	535	118^	359	348	289^	167^	73^	49^	93^	83^		
M-F	6.45A	15	ABC N	92	92	B	2.4	20	204	1216	446	221	515	133	324	304	264	152	535	118	359	348	289	167	73	49	93	83
ALL MY CHILDREN		234	208	208	A	8.0	27	679	1280	794	234	906	501	645	478	284	192	224	123	146	114	51^	70^	35^	24^	115	16^	
M-F	1.00P	60	ABC DD	99	99	B	8.7	28	739																			
	1.00 - 1.30					A	7.7	27	654	1245	773	219	885	490	620	457	268	193	212	117	143	117	47^	64^	33^	22^	115	23^
	1.30 - 2.00					A	8.4	29	713	1275	795	241	902	501	654	486	292	183	225	125	144	106	51^	73^	34^	25^	114	10^
ANOTHER WORLD		10	199	201	A	5.2	18	441	1299	912	135^	946	286	480	420	435	419	268	116^	117^	111^	117^	105^	40^	26^	45^	11^	
M-F	2.00P	60	NBC DD	99	99	B	5.2	18	441	1299	912	135	946	286	480	420	435	419	268	116	117	111	117	105	40	26	45	11
	2.00 - 2.30					A	5.2	18	441	1327	921	138^	964	298	487	416	444	429	277	124^	130^	125^	119^	102^	36^	20^	50^	11^
	2.30 - 3.00					A	5.1	18	433	1277	910	127^	940	278	474	423	429	420	254	106^	106^	97^	115^	102^	44^	32^	39^	LT
AS THE WORLD TURNS		15	203	204	A	7.3	25	620	1150	819	98^	885	226	385	372	376	433	209	54^	81^	59^	76^	118	25^	LT	31^	LT	
M-F	1.30P	60	CBS DD	99	99	B	7.4	26	628	1156	825	113	872	197	372	363	356	446	222	53	86	76	97	119	22	9	40	8
	1.30 - 2.00					A	7.2	24	611	1136	787	79^	854	215	367	350	355	430	224	56^	82^	63^	83^	127	30^	LT	28^	LT
	2.00 - 2.30					A	7.5	26	637	1132	830	108	898	232	398	388	389	427	187	50^	74^	55^	67^	105	17^	LT	30^	LT
BODY LANGUAGE		15	106	103	A	2.8	9	238	1214	755	121^	852	222^	378	369	320	411	244^	72^	96^	101^	92^	126^	55^	21^	63^	38^	
M-F	4.00P	30	CBS PV	56	56	B	2.9	9	246	1222	758	170	828	212	369	367	360	407	232	63	85	91	94	125	66	38	96	58

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	ING WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11									
WEEKDAY DAYTIME CONT'D																																					
CAPITOL						15	196	197	A	5.8	21	492	1116	770	110^	856	250	403	397	403	378	178	47^	71^	59^	69^	101^	51^	14^	31^	LT						
M-F						2.30P	30	CBS	DD	95	95	B	5.9	21	501	1113	776	124				839	217	376	368	365	403	192	50	78	74	96	105	51	15	31	LT
CBS EARLY MORNING NEWS						15	135	138	A	1.5	17	127	1197	433^	221^	449^	71^	244^	229^	339^	189^	629	244^	338^	299^	165^	243^	63^	47^	56^	LT	LT	LT				
M-F						6.30A	30	CBS	N	89	89	B	1.6	18	136	1113	402	186				411	44	210	238	309	153	606	234	294	297	204	254	41	LT	55	LT
CBS MORNING NEWS 1						15	201	201	A	3.0	16	255	1145	596	184^	631	137^	318	314	302	278	471	47^	154^	161^	209^	298	39^	LT	LT	LT	LT	LT				
M-F						7.30A	30	CBS	N	99	99	B	3.1	16	263	1151	575	139				604	132	320	325	287	249	503	47	180	179	235	311	25	LT	19	LT
CBS MORNING NEWS 2						15	201	201	A	3.3	16	280	904	532	107^	550	93^	221	243	275	275	311	83^	129^	100^	85^	175^	36^	18^	LT	LT	LT	LT	LT			
M-F						8.30A	30	CBS	N	99	99	B	3.3	16	280	911	520	93				541	90	207	230	262	280	343	69	131	127	128	186	22	LT	LT	LT
CELEBRITY FAMILY FEUD SP.						30	154		A	2.3	11	195	1272	617^	108^	724	235^	431^	394^	350^	222^	390^	159^	180^	108^	170^	210^	127^	77^	31^	31^						
1 M-F						11.00A	30	ABC	QP	80		B	2.7	12	229																						
DAYS OF OUR LIVES						10	205	206	A	5.9	20	501	1337	834	172	924	308	494	417	468	378	331	142	183	147	141	128	38^	19^	44^	24^	24^	24^	24^			
M-F						1.00P	60	NBC	DD	99	99	B	5.9	20	501	1337	834	172				924	308	494	417	468	378	331	142	183	147	141	128	38	19	44	24
1.00 - 1.30									A	5.6	19	475	1366	836	175	922	291	482	410	480	389	362	146	187	148	161	158	36^	18^	46^	28^	28^	28^	28^			
1.30 - 2.00									A	6.2	21	526	1291	827	169	918	322	500	418	450	367	297	133	173	142	122	101^	38^	21^	38^	19^	19^	19^	19^			
EDGE OF NIGHT						232	107	106	A	2.7	9	229	1183	764	153^	904	358	529	436	427	319	126^	39^	48^	56^	69^	70^	61^	48^	92^	27^	27^	27^	27^			
1 MTHF						4.00P	30	ABC	DD	64	62	B	3.2	10	272																						
2 M-F						4.00P	30																														
FACTS OF LIFE M-F						10	139	138	A	3.4	15	289	1367	675	114^	730	252	457	332	309	235	325	138^	194^	163^	111^	117^	118^	66^	194^	45^	45^	45^	45^			

M-F	10.00A	30	NBC	CS		84	84			B	3.4	15	289	1367	675	114	730	252	457	332	309	235	325	138	194	163	111	117	118	66	194	45
FAMILY FEUD					5	174				A	3.6	15	306	1418	844	301^	929	480	595	451	288^	288^	220^	92^	122^	118^	75^	85^	47^	39^	222^	75^
2 M-F	11.30A	30	ABC	QP		87				B	3.6	15	306	1418	844	301	929	480	595	451	288	288	220	92	122	118	75	85	47	39	222	75
FAMILY FEUD-TUE(B)						147				A	2.5	10	212	835^	514^	LT	514^	203^	203^	89^	LT	311^	227^	227^	227^	LT	LT	LT	94^	94^	LT	LT
1 TUE.	12.00N	30	ABC	QP		68																										
FAMILY FEUD					233	166				A	3.1	13	263	1118	514	80^	754	358^	472	252^	320^	244^	215^	90^	117^	117^	27^	98^	72^	LT	77^	45^
1 MWTHF	12.00N	30	ABC	QP		84				B	4.6	17	391																			
GENERAL HOSPITAL					230	208	208			A	9.1	31	773	1159	759	204	842	415	561	405	327	227	159	57^	81	54^	52^	78^	73^	58^	85	34^
1 MTHF	3.00P	60	ABC	DD		99	99			B	9.9	31	841																			
2 M-F	3.00P	60																														
	3.00 - 3.30									A	9.0	31	764	1160	770	214	848	426	569	413	325	224	147	49^	68^	46^	48^	79^	69^	56^	96	32^
	3.30 - 4.00									A	9.3	31	790	1135	737	183	819	397	547	392	324	225	167	61^	91	59^	57^	76^	76^	60^	73^	35^
GOOD MORNING, AMERICA-730					10	204	204			A	4.5	23	382	1267	725	196	730	236	401	332	290	295	388	50^	160^	141^	213	228	86^	18^	63^	29^
M-F	7.30A	30	ABC	N		99	99			B	4.5	23	382	1267	725	196	730	236	401	332	290	295	388	50	160	141	213	228	86	18	63	29
GOOD MORNING, AMERICA-830					10	204	204			A	5.0	24	425	1282	863	171	879	293	463	358	354	369	327	59^	140^	144^	165	169	19^	LT	57^	LT
M-F	8.30A	30	ABC	N		99	99			B	5.0	24	425	1282	863	171	879	293	463	358	354	369	327	59	140	144	165	169	19	LT	57	LT
GUIDING LIGHT					15	204	205			A	7.1	24	603	1154	767	108	865	197	399	375	434	413	184	42^	69^	63^	81^	106	70^	39^	35^	10^
M-F	3.00P	60	CBS	DD		99	99			B	7.1	24	603	1206	792	136	863	181	381	365	402	433	189	42	74	72	96	104	101	43	53	18
	3.00 - 3.30									A	7.0	24	594	1141	764	95^	870	196	395	374	435	419	184	43^	71^	63^	82^	106	60^	32^	27^	LT
	3.30 - 4.00									A	7.3	24	620	1150	753	112	850	198	398	370	427	401	182	42^	69^	65^	79^	102	77^	45^	41^	13^
LOVING					234	187				A	3.3	15	280	1286	529	22^	643	261^	404^	342^	304^	186^	460	125^	278^	254^	253^	174^	129^	93^	54^	54^
1 M-F	11.30A	30	ABC	DD		95				B	3.7	15	314																			

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
													%	%					TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.					
WEEKDAY DAYTIME CONT'D																																					
LOVING										5	187	A	4.4	16	374	1561	681	286^	844	501	557	334	208^	218^	224^	67^	67^	52^	79^	153^	LT	LT	483	195^			
2 M-F 12.30P 30 ABC DD										95	B	4.4	16	374	1561	681	286	844	501	557	334	208	218	224	67	67	52	79	153	LT	LT	483	195				
NAT'L LEAGUE CHAMP-PRE-1(S)										210	A	6.4	24	543	1241	480	161^	560	209^	312^	275^	232^	221^	634	224^	308^	241^	196^	299^	36^	36^	11^	LT				
1 TUE. 2.00P 18 ABC SC										99																											
NAT'L LEAGUE CHAMP-GM-1(S)										210	A	10.5	32	891	1214	398	104^	444	119^	215^	212^	187^	206^	644	191^	290	261^	216^	334	80^	25^	66^	54^				
1 TUE. 2.18P 192 ABC SE										99																											
2.00 - 2.30										A	6.7	24	569	1227	450	138^	517	143^	250^	240^	242^	228^	640	202^	291^	250^	201^	324^	31^	31^	39^	LT					
2.30 - 3.00										A	8.2	29	696	1236	439	132^	475	110^	231^	245^	241^	211^	651	215^	310^	242^	187^	341^	52^	45^	58^	17^					
3.00 - 3.30										A	10.3	34	874	1168	391	98^	422	109^	204^	208^	175^	198^	641	189^	295	238^	202^	346	56^	18^	49^	49^					
3.30 - 4.00										A	10.8	33	917	1155	381	95^	409	89^	182^	206^	189^	196^	626	181^	273	223^	199^	353	62^	22^	58^	58^					
4.00 - 4.30										A	11.7	34	993	1256	386	118^	424	113^	214^	208^	179^	182^	645	193^	303	289	232^	317	86^	34^	101^	81^					
4.30 - 5.00										A	12.1	33	1027	1213	385	96^	436	145^	231^	186^	143^	205^	617	188^	256	254	188^	324	79^	33^	81^	69^					
5.00 - 5.30										A	11.2	30	951	1261	414	84^	487	137^	221^	214^	198^	242^	685	175^	307	315	292	330	31^	LT	58^	58^					
NAT'L LEAGUE CHAMP-PRE-2(S)										210	A	7.5	28	637	1451	498	119^	619	311^	447	328^	265^	153^	694	249^	363^	247^	243^	331^	21^	LT	117^	23^				
1 WED. 2.00P 19 ABC SC										99																											
NAT'L LEAGUE CHAMP-GM-2(S)										211	A	11.0	35	934	1343	422	83^	481	170^	264^	195^	194^	192^	706	193^	295	234^	258^	373	69^	43^	87^	33^				
1 WED. 2.19P 151 ABC SE										99																											
2.00 - 2.30										A	8.1	29	688	1379	415	93^	531	265^	378	260^	228^	133^	735	226^	338^	225^	262^	397	21^	9^	92^	16^					
2.30 - 3.00										A	9.5	33	807	1234	369	72^	431	157^	262^	210^	239^	136^	732	215^	311	250^	264^	386	21^	15^	50^	18^					
3.00 - 3.30										A	10.9	36	925	1297	434	84^	476	146^	247^	189^	203^	200^	710	219^	293	189^	225^	385	58^	41^	53^	19^					

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)							
														TOTAL	18-34	WOMEN			MEN				TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																				
REAGAN-BUSH'84 COMMITTEE(S) 1 TUE. 8.56A 4 ABC P 203 99														A	4.3	22	365	1260	720	74v	720	216^	421^	341^	271^	299^	477^	86v	173v	173v	289^	304^	LT	LT	63v	LT
RYAN'S HOPE 2 M-F 12.00N 30 ABC DD 5 170 91														A	3.4	13	289	1502	596	208^	800	416^	492	299^	217^	263^	132^	45v	45v	31v	34v	83v	30v	LT	540	156^
														B	3.4	13	289	1502	596	208	800	416	492	299	217	263	132	45	45	31	34	83	30	LT	540	156
RYAN'S HOPE 1 M-F 12.30P 30 ABC DD 234 178 94														A	4.3	17	365	1304	583	208^	769	482	572	340	214^	147^	345	194^	238^	232^	94^	91^	31v	LT	159^	39v
														B	4.7	17	399																			
SALE OF THE CENTURY M-F 10.30A 30 NBC QG 10 150 150 81 82														A	3.9	17	331	1254	708	135^	791	268	420	284	291	341	338	150^	208	196	98^	121^	46v	18v	79^	21v
														B	3.9	17	331	1254	708	135	791	268	420	284	291	341	338	150	208	196	98	121	46	18	79	21
SANTA BARBARA M-F 3.00P 60 NBC DD 10 187 187 96 96														A	3.1	10	263	1304	746	186^	799	289	464	403	373	267	246	133^	147^	148^	87^	61^	99^	53v	160^	103^
														B	3.1	10	263	1304	746	186	799	289	464	403	373	267	246	133	147	148	87	61	99	53	160	103
3.00 - 3.30														A	3.1	11	263	1266	798	205^	847	327	513	429	387	273	259	145^	152^	152^	83^	69^	95^	57v	65^	LT
3.30 - 4.00														A	3.0	10	255	1353	713	153^	768	255	423	385	368	266	228^	126^	141^	140^	83^	48v	102^	51v	255	193^
SCRABBLE M-F 11.30A 30 NBC QG 10 197 196 97 97														A	5.4	23	458	1266	817	162	898	241	433	345	373	428	257	70^	91^	85^	91^	142	19v	LT	92^	16v
														B	5.4	23	458	1266	817	162	898	241	433	345	373	428	257	70	91	85	91	142	19	LT	92	16
SEARCH FOR TOMORROW M-F 12.30P 30 NBC DD 10 154 154 76 76														A	2.9	11	246	1167	735	97^	772	118^	285	301	460	447	297	61v	69^	74^	142^	203^	45v	24v	53v	LT
														B	2.9	11	246	1167	735	97	772	118	285	301	460	447	297	61	69	74	142	203	45	24	53	LT
SUPER PASSWORD M-F 12.00N 30 NBC QG 10 134 133 65 65														A	2.4	10	204	1235	790	171^	834	123^	284^	333	367	476	275^	98^	128^	102^	107^	133^	43v	29v	83^	LT
														B	2.4	10	204	1235	790	171	834	123	284	333	367	476	275	98	128	102	107	133	43	29	83	LT

TODAY SHOW-7.30AM				10	201	201	A	4.0	21	340	1315	680	211	709	129^	305	364	345	330	465	110^	198	209	193	227	38v	LT	103^	59^
M-F 7.30A				30	NBC	N	B	4.0	21	340	1315	680	211	709	129	305	364	345	330	465	110	198	209	193	227	38	LT	103	59
TODAY SHOW-8.30AM				10	201	201	A	4.5	21	382	1199	671	107^	689	105^	238	282	325	378	420	111^	163	176	154^	217	LT	LT	81^	45^
M-F 8.30A				30	NBC	N	B	4.5	21	382	1199	671	107	689	105	238	282	325	378	420	111	163	176	154	217	LT	LT	81	45
TRIVIA TRAP				5		171	A	3.3	14	280	1400	851	217^	947	551	629	476	221^	261^	313^	131^	192^	167^	115^	121^	LT	LT	126^	36v
2 M-F 11.00A				30	ABC	QP	B	3.3	14	280	1400	851	217	947	551	629	476	221	261	313	131	192	167	115	121	LT	LT	126	36
\$25,000 PYRAMID				15	170	170	A	4.7	21	399	1058	661	122^	759	213	311	286	279	395	259	79	119^	119^	69^	120^	LT	LT	35v	LT
M-F 10.00A				30	CBS	QP	B	4.7	21	399	1095	678	149	765	191	328	310	327	392	279	76	140	134	106	121	LT	LT	47	LT
WHEEL OF FORTUNE				10	208	207	A	6.6	29	560	1175	783	167	867	228	374	304	350	440	213	45^	77^	61^	86^	127	24v	15v	71^	16v
M-F 11.00A				30	NBC	QG	B	6.6	29	560	1175	783	167	867	228	374	304	350	440	213	45	77	61	86	127	24	15	71	16
YOUNG AND THE RESTLESS				15	207	207	A	8.1	31	688	1113	812	104	870	276	445	423	386	374	207	59^	78^	54^	72^	114	15v	11v	21v	LT
M-F 12.30P				60	CBS	DD	B	8.2	31	696	1182	860	135	903	272	443	422	385	404	223	58	90	70	92	120	16	11	40	LT
12.30 - 1.00							A	8.0	31	679	1106	805	105	865	288	454	423	369	361	209	58^	85^	62^	73^	110	11v	7v	21v	LT
1.00 - 1.30							A	8.3	31	705	1091	802	98	864	262	435	417	397	379	195	56^	68^	44^	66^	112	14v	10v	18v	LT
*WEEKEND DAYTIME																													
ABC WEEKEND SPECIALS				4	179	172	A	4.2	14	357	1891	572	219^	639	291^	478	416	272^	161^	338^	89v	140^	210^	143^	128^	224^	137^	690	485
SAT. 12.00N				30	ABC	FV	B	4.6	16	391	1832	408	113	500	253	348	295	170	137	263	66	133	165	117	91	285	189	784	507
ALVIN AND THE CHIPMUNKS				4	199	199	A	8.4	30	713	1630	412	101^	412	254	321	176^	92^	86^	111^	57^	57^	69^	40v	14v	232	157^	875	436
SAT. 10.30A				30	NBC	CA	B	8.1	29	688	1725	360	111	380	220	304	164	101	74	166	101	125	98	51	21	260	176	919	496
AMERICAN BANDSTAND				4	157	134	A	3.0	10	255	1584	451^	235^	593	290^	444^	376^	268^	122v	450^	91v	211^	293^	313^	141^	226^	211^	315^	118v
SAT. 12.30P				60	ABC	PC	B	3.1	10	263	1699	452	144	551	281	376	292	180	162	567	207	309	333	269	158	285	194	316	156
12.30 - 1.00							A	2.9	9	246	1695	477^	290^	587	305^	473^	423^	282^	82v	398^	76v	142^	239^	256^	159^	263^	263^	447^	150^
1.00 - 1.30							A	3.0	10	255	1486	431^	185^	596	279^	416^	336^	251^	153^	510	106v	282^	352^	376^	127v	192^	164^	188^	90v

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST OCT. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11			
WEEKEND DAYTIME CONT'D																																				
BEST OF SCOOPY DOO SPCL(S)										187	A	5.3	20	450	1867	560	255	691	191	560	468	500	131	180	140	180	111	40	LT	364	202	632	274			
1 SAT. 11.00A 30 ABC CA										95																										
BUGS BUNNY/ROAD RUNNER 1										3	144	147	A	4.8	16	408	1882	381	113	422	309	382	230	73	40	496	265	387	299	137	109	215	168	749	589	
SAT. 12.00N 30 CBS CA										76	78	B	4.4	15	374	1665	355	182	423	261	378	230	117	45	413	197	322	257	138	88	185	122	644	466		
BUGS BUNNY/ROAD RUNNER 2										3	151	146	A	5.3	17	450	2053	550	131	550	271	417	308	146	133	591	267	439	326	201	123	249	210	663	513	
SAT. 12.30P 30 CBS CA										78	79	B	5.1	17	433	1734	497	158	498	222	390	314	168	108	453	191	328	251	164	98	210	146	573	386		
BUGS BUNNY/ROAD RUNNER 3										3	141	138	A	5.6	18	475	2000	480	125	494	192	362	318	170	132	676	296	448	338	268	208	72	72	758	688	
SAT. 1.00P 30 CBS CA										76	76	B	5.4	18	458	1747	437	135	463	186	341	295	160	122	584	225	388	318	259	175	72	49	628	513		
CAPTAIN KANGAROO-SAT										4	129	130	A	1.1	13	93	1892	106	85	106	86	86	97	LT	LT	549	344	409	409	76	140	377	LT	860	431	
SAT. 7.30A 30 CBS CL										80	82	B	1.1	12	93	1489	56	LT	56	LT	LT	LT	LT	LT	371	225	298	298	79	73	247	LT	815	540		
CBS COLLEGE FOOTBALL PRE										3	177		A	2.7	7	229	1489	568	315	568	39	222	222	222	293	346	571	96	284	253	398	287	231	109	119	74
2 SAT. 3.30P 6 CBS SC										93		B	3.7	11	314	1259	303	138	347	119	178	118	113	163	646	220	373	319	284	253	142	63	124	62		
CBS COLLEGE FOOTBALL										3	184		A	5.1	13	433	1194	404	155	420	62	124	144	228	273	628	177	331	229	323	280	98	70	48	23	
2 SAT. 3.36P 218 CBS SE										93		B	5.4	15	458	1281	349	146	378	68	150	140	202	199	757	243	431	355	369	282	93	41	53	26		
3.30 - 4.00												A	3.4	9	289	1080	358	195	358	56	122	122	153	236	505	94	177	135	273	328	92	65	125	76		
4.00 - 4.30												A	4.5	12	382	1188	464	205	464	74	168	168	304	296	549	143	263	204	303	286	94	75	81	36		
4.30 - 5.00												A	4.3	12	365	1345	473	173	473	68	172	172	342	301	663	148	246	224	345	365	94	83	115	63		
5.00 - 5.30												A	5.0	13	425	1108	466	130	480	113	172	198	284	268	508	126	228	151	276	252	80	80	40	LT		
5.30 - 6.00												A	5.4	14	458	1122	459	186	489	102	141	190	275	299	516	173	275	146	236	241	117	70	LT	LT		
6.00 - 6.30												A	5.3	12	450	1244	335	107	359	LT	67	98	139	261	768	219	442	302	387	278	108	58	LT	LT		
6.30 - 7.00												A	5.9	13	501	1184	318	124	328	LT	52	72	165	256	753	225	460	302	392	293	103	72	LT	LT		
7.00 - 7.30												A	7.6	16	645	1369	393	204	458	105	145	143	182	286	782	271	522	363	401	260	64	39	65	19		
CBS NFL TODAY										4	191	205	A	6.6	21	560	1413	509	273	509	198	320	284	215	181	725	270	521	499	359	181	75	LT	104	66	
SUN. 12.30P 28 CBS SC										98	99	B	6.5	20	552	1403	424	212	426	144	252	215	188	157	749	308	519	487	350	189	143	29	85	65		
CBS NFL FOOTBALL GAME 1										4	200	205	A	13.2	33	1121	1432	392	192	407	115	247	224	213	150	896	344	571	596	405	256	49	6	80	55	
1 SUN. 12.58P 191 CBS SE										99	99	B	14.2	36	1206	1411	377	187	402	120	238	205	200	151	830	327	536	519	376	242	105	29	74	52		
2 SUN. 12.58P 184																																				
1.00 - 1.30												A	10.9	30	925	1404	329	196	347	72	193	185	211	143	898	367	577	604	407	264	56	LT	103	85		
1.30 - 2.00												A	13.0	34	1104	1420	388	210	403	101	227	213	231	165	882	322	532	580	430	267	52	12	83	65		
2.00 - 2.30												A	13.6	35	1155	1471	390	218	405	105	240	218	220	159	926	365	612	637	424	240	60	12	80	61		
2.30 - 3.00												A	14.2	35	1206	1452	407	196	421	123	267	232	217	151	902	356	589	610	393	241	50	8	79	52		
3.00 - 3.30												A	14.0	34	1189	1452	401	165	415	134	267	231	197	145	923	360	595	620	405	257	43	LT	71	43		
3.30 - 4.00												A	14.2	34	1206	1396	403	165	423	135	267	242	203	141	870	318	540	554	390	268	38	LT	65	34		
4.00 - 4.30												A	9.6	22	815	1577	452	264	476	154	332	294	243	111	924	372	610	568	325	273	61	12	116	56		
CBS NFL FOOTBALL GAME 2										3	184		A	9.4	19	798	1534	452	237	512	179	328	302	245	163	856	376	617	624	404	164	97	27	69	38	
2 SUN. 4.06P 181 CBS SE										83		B	11.9	25	1010	1517	445	202	480	131	264	262	239	190	857	335	561	521	390	234	91	23	89	42		
4.00 - 4.30												A	9.7	22	824	1529	411	220	468	174	298	278	235	149	901	423	664	657	380	189	109	36	51	24		
4.30 - 5.00												A	10.0	22	849	1503	409	202	469	168	293	266	232	156	831	338	587	616	413	182	130	53	73	33		
5.00 - 5.30												A	10.0	20	849	1502	441	219	498	174	331	316	258	143	807	331	579	613	402	161	100	16	97	76		
5.30 - 6.00												A	9.4	18	798	1484	471	254	526	175	349	307	271	153	806	349	555	601	381	160	90	12	62	41		
6.00 - 6.30												A	8.8	17	747	1580	457	237	521	167	311	289	232	191	907	410	655	608	421	161	70	15	82	37		
6.30 - 7.00												A	8.7	15	739	1585	486	271	547	212	364	342	221	162	919	428	684	655	432	144	64	18	55	19		
7.00 - 7.30												A	9.2	16	781	1490	633	414	675	212	414	386	301	246	694	331	507	481	268	147	121	39	LT	LT		
CBS NFL FOOTBALL POST										1	197		A	8.5	19	722	1445	469	236	499	195	351	276	224	130	759	333	482	455	230	246	66	6	121	43	
1 SUN. 4.12P 20 CBS SC										99		B	8.5	19	722	1445	469	236	499	195	351	276	224	130	759	333	482	455	230	246	66	6	121	43		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	(0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	WOMEN					TOTAL
18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+																										
WEEKEND DAYTIME CONT'D																																			
CFA COLLEGE FOOTBALL-PRE										3	203	188	A	5.0	14	425	1266	375	104^	379	140^	170^127^	117^193^	655	205^	367	416	323	198^	25^	LT	207^	132^		
1 SAT. 3.30P 13 ABC SC										99	97	B	5.1	15	433	1222	322	106	329	114	147	101	105	170	698	208	396	457	370	196	27	15	168	105	
2 SAT. 3.30P 24																																			
CFA COLLEGE FOOTBALL GAME										3	204	204	A	9.9	26	841	1253	423	195	429	102^	194	185	213	219	748	225	365	426	358	283	31^	11^	45^	37^
1 SAT. 3.43P 184 ABC SE										99	99	B	8.9	23	756	1316	425	199	433	107	221	211	228	197	796	217	416	467	424	284	40	8	47	31	
2 SAT. 3.54P 196																																			
3.30 - 4.00												A	7.3	23	620	1235	373	132^	374	127^	171^153^	153^177^	726	213	345	392	358	276	19^	12^	116^	56^			
4.00 - 4.30												A	8.9	26	756	1249	402	188	402	145^	193	165^	159^191	748	261	379	427	326	264	36^	17^	63^	42^		
4.30 - 5.00												A	10.1	29	857	1207	362	208	362	67^	174	162	209	184	752	244	371	430	335	281	28^	5^	65^	49^	
5.00 - 5.30												A	9.6	26	815	1163	358	191	360	82^	168	153^	172	192	759	235	370	421	347	298	24^	9^	20^	20^	
5.30 - 6.00												A	10.0	26	849	1099	318	142^	320	47^	125^125^	174	195	736	213	362	416	343	286	20^	LT	23^	23^		
6.00 - 6.30												A	11.1	26	942	1327	481	192	508	94^	208	229	272	262	744	203	357	419	387	287	33^	15^	42^	42^	
6.30 - 7.00												A	10.7	24	908	1458	587	235	594	138	265	265	306	293	786	221	369	463	405	304	49^	14^	29^	29^	
7.00 - 7.30												A	11.9	25	1010	1539	762	410	762	309	414	367	319	300	638	114^	305	372	374	247	66^	36^	73^	73^	
CFA COLLEGE FOOTBALL POST										1	202		A	10.4	23	883	1381	577	152^	602	37^	223^287	352	315	657	139^	244^369	339	288	85^	41^	37^	37^		
1 SAT. 6.47P 13 ABC SC										99		B	10.4	23	883	1381	577	152	602	37	223	287	352	315	657	139	244	369	339	288	85	41	37	37	
CHARLIE BROWN&SNOOPY SHOW										3	139	111	A	4.2	13	357	1759	615	70^	624	280^	378	343^	123^246^	389	138^	176^199^	91^190^			48^	34^	698	640	
SAT. 1.30P 30 CBS CA										75	58	B	3.9	12	331	1612	522	57	529	239	310	281	114	219	377	155	195	155	95	166	73	23	633	530	
DRAGON'S LAIR										3	199		A	5.2	19	441	1506	116^114^		179^	62^	62^	62^	117^117^	233^	87^	233^193^	146^	LT	248^	88^	846	487^		
2 SAT. 10.00A 30 ABC CA										99		B	5.4	20	458	1531	173	66	213	107	118	68	75	89	250	103	190	183	127	41	271	88	797	473	

DUNGEONS AND DRAGONS						4	190	191	A	5.1	19	433	1383	289^149^		383	135^	252^209^	139^131^	282^164^	229^180^	65^	53^	263^139^	455	295			
SAT.	11.00A	30	CBS	CA		95	95		B	5.3	19	450	1507	270	157	345	125	207	186	366	244	301	162	86	65	278	136	518	354
FACE THE NATION						3	130	120	A	2.6	9	221	1090	615	217^	620	108^	163^141^	281^371^	433^	44^	126^149^	208^284^	LT	LT	37^	LT		
SUN.	10.30A	30	CBS	CC		85	83		B	3.0	10	255	1041	518	125	527	63	94	89	493	129	176	245	199	248	LT	LT	21	LT
GET ALONG GANG						4	196	198	A	3.9	19	331	1610	238^133^		238^136^	178^182^	63^	56^	135^	LT	87^	87^	135^	48^	173^	54^	1064	634
SAT.	8.30A	30	CBS	CA		96	98		B	4.1	20	348	1600	241	104	242	154	173	128	194	51	107	88	79	87	195	117	969	588
GOING BANANAS						4	154	130	A	3.7	12	314	1290	353^115^		357^204^	204^	51^	48^144^	195^	73^	73^140^	85^	55^	54^	LT	684	335^	
SAT.	12.00N	30	NBC	CA		85	67		B	3.9	13	331	1338	383	128	394	180	236	117	217	92	96	115	74	76	179	55	548	226
IN THE NEWS- 8.26AM						4	187	186	A	3.2	18	272	1349	154^103^		158^	77^	102^102^	51^	98^	55^	98^	98^	43^	LT	107^	48^	986	698
SAT.	8.26A	3	CBS	CN		96	95		B	2.9	16	246	1212	144	56	147	67	80	55	147	71	107	94	58	40	89	57	829	527
IN THE NEWS- 8.56AM						4	196	198	A	4.4	21	374	1519	203^102^		206^118^	141^144^	44^	62^	126^	LT	83^	83^	126^	43^	158^	72^	1029	615
SAT.	8.56A	3	CBS	CN		96	98		B	4.7	22	399	1554	222	88	224	138	149	101	194	57	110	82	73	84	187	128	949	571
IN THE NEWS-11.26AM						4	190	191	A	4.5	16	382	1380	299^173^		359	105^	241^227^	157^118^	318^193^	266^214^	73^	52^	249^136^	454	293^			
SAT.	11.26A	3	CBS	CN		95	95		B	4.7	17	399	1337	259	172	315	103	188	189	281	158	215	168	88	66	255	133	486	343
IN THE NEWS-11.56AM						4	187	185	A	4.6	16	391	1460	299^174^		404	125^	283^207^	189^121^	314^161^	263^222^	102^	51^	253^151^	489	322^			
SAT.	11.56A	3	CBS	CN		93	93		B	4.4	15	374	1447	302	196	413	167	272	162	307	165	230	199	100	69	221	137	506	353
IN THE NEWS- 1.26PM						3	141	138	A	5.2	17	441	1907	489	138^	503	195^	378	347	550	168^	323	334	263^210^	52^	52^	802	749	
SAT.	1.26P	3	CBS	CN		76	76		B	5.1	17	433	1696	454	147	480	199	355	316	516	151	314	327	261	185	58	34	642	547
IN THE NEWS- 1.56PM						3	143	111	A	4.0	12	340	1715	601	74^	601	309^	371^338^	98^230^	369^151^	180^197^	74^	172^	63^	43^	682	624		
SAT.	1.56P	3	CBS	CN		75	58		B	3.6	11	306	1551	508	63	508	265	310	283	347	171	192	143	63	142	85	32	611	521
KIDD VIDEO						4	194	174	A	6.7	24	569	1624	376	148^	378	233	298	133^	185^135^	135^	87^	50^	26^	194^126^	867	482		
SAT.	11.00A	30	NBC	CA		98	87		B	6.7	24	569	1520	324	82	326	212	253	76	175	122	138	92	53	24	214	137	805	433

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
															WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING WOM.	TOTAL	WOMEN					MEN
18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+																										
WEEKEND DAYTIME CONT'D																																			
LITTLES										4	191	190	A	5.7	20	484	1579	403	161^	529	163^	381	343	314	148^	198^	95^	153^	151^	74^	29v	204^	43v	648	300
SAT. 11.30A 30 ABC CA										95	94	B	5.7	20	484	1655	329	97	399	139	270	248	214	121	225	96	169	142	91	48	207	93	824	476	
MEET THE PRESS										2	142	139	A	3.3	11	280	1325	476	93v	561	117^	211^	154^	187^	326^	579	108v	225^	318^	347^	261^	LT	LT	172^	153^
SUN. 12.00N 30 NBC CC										88	89	B	3.3	11	280	1325	476	93	561	117	211	154	187	326	579	108	225	318	347	261	LT	LT	172	153	
MIGHTY ORBOTS										4	198	198	A	5.0	22	425	1786	128^	78^	177^	90^	104^	68v	87^	73v	252^	108^	193^	118^	85^	59v	216^	34v	1141	819
SAT. 9.00A 30 ABC CA										98	98	B	5.2	22	441	1655	106	77	158	90	106	53	51	52	186	85	138	93	72	48	223	53	1088	713	
MR. T										4	191	169	A	5.5	19	467	1660	271	49v	274	161^	161^	101^	49v	113^	309	169^	181^	139^	95^	67v	77^	25v	1000	514
SAT. 11.30A 30 NBC CA										98	84	B	5.8	20	492	1520	301	60	327	180	216	122	89	94	272	137	179	157	108	53	96	20	825	387	
MUPPET BABIES										4	202	201	A	5.4	23	458	1766	247^	140^	328	191^	217^	187^	38v	111^	95^	LT	74^	74^	74^	21v	231^	119^	1112	660
SAT. 9.00A 30 CBS CA										98	98	B	5.7	24	484	1820	309	143	367	196	234	189	78	100	197	78	144	86	79	53	223	141	1033	627	
NAT'L LEAGUE CHAMP-PRE-5(S)										202			A	9.9	22	841	1548	556	214^	617	147^	318	328	317	255^	708	155^	299	357	297	349	80^	69v	143^	55v
1 SUN. 4.00P 17 ABC SC										99																									
NAT'L LEAGUE CHAMP-GM-5(S)										210			A	20.5	41	1740	1664	571	218	619	155	331	343	324	233	842	253	441	481	363	329	75^	37^	128^	69^
1 SUN. 4.17P 185 ABC SE										99																									
4.00 - 4.30													A	13.8	31	1172	1555	523	202^	575	122^	287	296	315	244	746	174^	346	406	334	330	79^	60^	155^	65^
4.30 - 5.00													A	17.6	39	1494	1521	488	175	535	100^	266	274	306	222	791	227	411	469	347	302	66^	39v	129^	71^
5.00 - 5.30													A	19.7	42	1673	1650	557	205	599	147^	331	345	318	216	840	236	431	479	362	331	71^	37v	140^	79^
5.30 - 6.00													A	21.1	43	1791	1668	557	200	602	153	330	338	312	214	853	239	447	494	375	334	87^	36^	126^	68^
6.00 - 6.30													A	22.1	42	1876	1698	597	243	646	180	354	357	325	238	868	263	462	497	382	342	83^	34^	101^	45^

6.30 - 7.00									A	24.1	44	2046	1734	612	235	659	165	355	377	341	246	867	269
7.00 - 7.30									A	21.5	38	1825	1729	626	247	677	186	349	382	360	252	844	306
NEW SCOOPY DOO MYSTERIES	2	201	201						A	5.0	18	425	1638	226	96	343	111	224	157	232	119	275	178
SAT. 10.30A 30 ABC CA	99	99							B	5.0	18	425	1638	226	96	343	111	224	157	232	119	275	178
NFL '84-NBC	4	211	203						A	4.6	14	391	1453	614	222	614	146	335	271	289	279	638	221
SUN. 12.30P 30 NBC SC	99	99							B	4.5	14	382	1481	512	186	524	116	267	222	241	257	659	209
NFL FOOTBALL GAME 1-NBC	4	203	206						A	10.1	25	857	1455	415	162	453	140	214	211	222	178	819	294
1 SUN. 1.00P 178 NBC SE	88	99							B	10.5	26	891	1314	387	152	412	113	202	200	211	174	742	233
2 SUN. 1.00P 197																							
1.00 - 1.30									A	8.0	22	679	1265	400	144	402	100	183	196	217	180	682	290
1.30 - 2.00									A	9.8	25	832	1412	397	151	408	109	182	213	214	157	769	275
2.00 - 2.30									A	10.0	26	849	1429	396	171	418	110	194	214	228	153	794	275
2.30 - 3.00									A	10.0	25	849	1505	387	164	424	133	207	191	214	151	918	374
3.00 - 3.30									A	10.6	26	900	1587	442	171	535	213	267	223	223	195	871	314
3.30 - 4.00									A	11.2	27	951	1516	425	164	497	187	249	215	215	197	863	281
4.00 - 4.30									A	10.5	24	891	1283	408	169	419	71	149	198	213	221	740	158
NFL FOOTBALL GAME 2-NBC	1	202							A	8.8	18	747	1505	517	255	534	145	298	343	295	155	810	334
1 SUN. 4.17P 186 NBC SE	99								B	8.8	18	747	1505	517	255	534	145	298	343	295	155	810	334
4.00 - 4.30									A	8.6	19	730	1732	451	207	667	295	444	347	292	121	816	355
4.30 - 5.00									A	9.3	20	790	1401	415	225	415	86	246	321	263	94	816	345
5.00 - 5.30									A	8.8	19	747	1388	407	235	407	88	242	300	268	107	858	364
5.30 - 6.00									A	8.1	17	688	1381	416	213	416	74	216	279	272	137	864	367
6.00 - 6.30									A	8.9	17	756	1524	555	234	555	171	272	319	255	190	824	323
6.30 - 7.00									A	8.8	16	747	1597	631	274	631	182	315	360	315	215	806	342
7.00 - 7.30									A	9.0	16	764	1610	744	404	757	209	462	491	428	218	606	206
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PROGRAM NAME						T/C SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
											VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
WEEKEND DAYTIME CONT'D																											
NFL FOOTBALL POST-NBC						3	130		A	4.8	11	408	1686	247^106v	531^329^	388^127v	148v143v	953	437^	638	486^	320^315^	135v	56v	67v	42v	
1 SUN. 3.51P 9 NBC SC						65		B	4.7	11	399	1170	420 156	493 221	354 229	180 130	584 178	374 316	295 194	62	13	31	18				
NFL FOOTBALL POST 2-NBC						1	178		A	7.8	14	662	1734	794 460	794 214^	479 531	457 195^	652 257^	515 460	317^137^	155^	47v	133^	133^			
1 SUN. 7.20P 10 NBC SC						87		B	7.8	14	662	1734	794 460	794 214	479 531	457 195	652 257	515 460	317 137	155	47	133	133				
NFL FOOTBALL POST-NBC(B)							72		A	3.8	9	323	1266	359^140v	393^	59v	142v211^	207^182v	802	118v	477^533^	507^248^	LT	LT	62v	62v	
2 SUN. 4.07P 17 NBC SC						43																					
ONE TO GROW ON-8:28AM						4	191 189		A	3.3	23	280	1475	246^ 79v	246^ 98v	115v148^	118^ 98v	164^ 46v	46v 65v	72v 89v	222^ 49v		843	679			
SAT. 8.28A 2 NBC CN						95 94		B	3.8	25	323	1518	206 73	246 103	148 125	89 82	154 95	95 75	31 47	189 60		929	677				
ONE TO GROW ON-8:58AM						4	191 194		A	4.8	24	408	1632	274^117^	303^171^	202^206^	132^ 68v	307^ 78v	155^181^	186^113^	223^ 94^		799	559			
SAT. 8.58A 2 NBC CN						95 96		B	5.0	24	425	1551	240 150	309 166	245 190	127 50	211 88	125 101	90 67	199 87		832	550				
ONE TO GROW ON-10:28AM						4	205 207		A	8.3	31	705	1410	278 83^	306 201	249 119^	90^ 57^	81^ 64^	64^ 45v	LT 17v	254 158^		769	439			
SAT. 10.28A 2 NBC CN						98 99		B	7.9	29	671	1661	309 113	348 207	285 151	113 63	153 101	131 99	37 22	252 152		908	528				
ONE TO GROW ON-10:58AM						4	198 199		A	7.9	28	671	1639	408 85^	410 231	308 182^	107^ 94^	138^ 87^	87^ 60^	31v 20v	218 148^		873	439			
SAT. 10.58A 2 NBC CN						97 97		B	7.8	28	662	1702	361 99	385 209	298 167	109 82	179 121	140 90	41 24	252 174		886	486				
ONE TO GROW ON-12:28PM						4	154 130		A	3.8	12	323	1232	349^115^	353^198^	198^ 52v	46v143^	208^ 68v	68v156^	115^ 52v	55v LT		616	337^			
SAT. 12.28P 2 NBC CN						85 67		B	3.9	13	331	1365	367 118	388 187	231 101	104 152	261 91	131 159	125 73	231 85		485	214				
PINK PANTHER AND SONS						4	193 194		A	4.2	22	357	1667	297^120^	328^183^	208^206^	125^ 90v	295^ 74v	150^168^	180^115^	259^ 89v		785	600			
SAT. 8.30A 30 NBC CA						96 96		B	4.5	23	382	1625	258 145	321 170	247 197	124 61	211 94	130 101	85 66	209 87		884	601				
POLE POSITION SAT. 10.30A 30 CBS CA						4 199 198		A	4.3	16	365	1523	353 173^	402 165^	271^254^	152^131^	224^121^	163^111^	59v 44v	209^ 90^		688	400				
						98 98		B	4.8	18	408	1497	294 171	349 171	265 232	123 76	217 87	127 81	89 82	237 108		694	432				
PRYOR'S PLACE SAT. 11.30A 30 CBS CL						4 187 185		A	4.7	17	399	1454	313^190^	398 116^	279^239^	202^104^	344 189^	296^258^	117^ 48v	276^175^		436	264^				
						93 93		B	4.7	17	399	1460	301 202	401 158	266 181	149 119	300 173	238 209	102 56	262 165		497	334				
PUPPY'S GREAT ADVENTURES SAT. 8.00A 30 ABC CA						4 187 189		A	2.4	18	204	1485	126v 29v	160^ 62v	62v 62v	64v 98v	204^ 68v	102v126v	79v 78v	135v 50v		986	711				
						96 97		B	2.6	19	221	1493	106 41	148 57	73 73	54 75	152 54	88 95	70 52	166 81		1027	612				
SCARY SCOOPY DOO FUNNIES 2 SAT. 11.00A 30 ABC CA						1 191		A	5.0	18	425	1635	311^144v	520^327^	416^280^	157^104v	186^ 80v	160^159^	106v LT	202^108v		727	346^				
						96		B	5.0	18	425	1635	311 144	520 327	416 280	157 104	186 80	160 159	106 LT	202 108		727	346				
SATURDAY SUPERCAR SAT. 9.30A 60 CBS CA						4 204 204		A	4.3	18	365	1951	375 140^	435 177^	290^290^	149^135^	179^ 54v	130^130^	76v 49v	163^110^		1174	653				
						98 98		B	4.4	18	374	1854	364 146	427 208	312 255	128 112	203 80	134 109	78 69	196 93		1028	582				
								A	4.3	19	365	1896	341^116^	423 191^	265^258^	103^152^	222^ 55v	161^161^	106^ 61v	165^101^		1086	582				
								A	4.4	17	374	1944	397 158^	434 162^	306^311^	184^115^	132^ 50v	95^ 95^	45v 37v	148^111^		1230	707				
SCHOOLHOUSE ROCK-8:25AM SAT. 8.25A 4 ABC CN						4 187 189		A	2.8	19	238	1437	105v 30v	138^ 59v	59v 59v	59v 79v	223^ 76v	135v159^	105v 64v	114v 38v		962	715				
						96 97		B	3.0	20	255	1500	102 45	139 63	75 75	46 64	169 58	115 124	92 42	175 80		1017	591				
SCHOOLHOUSE ROCK-9:55AM SAT. 9.55A 4 ABC CN						4 199 199		A	5.1	20	433	1785	166^116^	205^ 73v	133^108^	132^ 72v	198^ 78^	198^146^	120^ LT	299 42v		1083	664				
						98 98		B	5.0	19	425	1675	163 109	209 106	149 84	83 56	174 84	157 120	73 17	249 54		1043	639				
SCHOOLHOUSE ROCK-10:25AM SAT. 10.25A 4 ABC CN						4 199 199		A	4.9	18	416	1421	191^121^	222^108^	164^122^	114^ 58v	208^127^	208^150^	81^ LT	228^ 57v		763	440				
						99 99		B	5.1	19	433	1505	217 79	245 128	161 105	95 78	243 113	191 179	115 30	263 91		754	440				
SCHOOLHOUSE ROCK-11:25AM 2 SAT. 11.25A 4 ABC CN						1 191		A	4.4	15	374	1615	316^145v	538^330^	401^251^	139v137v	166v 77v	127v133v	89v LT	243^165v		668	295^				
						96		B	4.4	15	374	1615	316 145	538 330	401 251	139 137	166 77	127 133	89 LT	243 165		668	295				
SCHOOLHOUSE ROCK-11:25AM(S) 1 SAT. 11.25A 4 ABC CN						187		A	5.2	19	441	1615	486^259^	620 100v	486^486^	520^134v	116v 69v	116v116v	47v LT	343^183^		536^	232^				
						95																					

2 SAT.	4.00P	120	NBC SA	85	B	5.7	15	484	1281	455	101	458	182	306	206	194	152	707	174	339	465	395	242	50	29	66	46
4.00 - 4.30					A	6.9	19	586	1300	439	106v	449	181^	315^	248^	186^	134^	734	203^	356^	486	374^	248^	65v	LT	52v	32v
4.30 - 5.00					A	5.7	16	484	1343	444^	131v	444^	167^	308^	238^	214^	136^	742	172^	376^	521	440^	221^	LT	LT	157^	141^
5.00 - 5.30					A	5.4	15	458	1266	517^	138v	517^	236^	351^	161^	196^	166^	718	151^	329^	485^	431^	233^	LT	LT	31v	LT
5.30 - 6.00					A	4.7	12	399	1198	426^	23v	426^	139v	236^	158v	182^	190^	620^	158v	284^	349^	331^	271^	135v	135v	17v	LT
SUNDAY MORNING		3	173	174	A	4.4	20	374	1211	588	227^	588	156^	233^	206^	261^	286^	575	171^	310^	341	252^	220^	48v	LT	LT	LT
SUN.	9.00A	90	CBS N	94 94	B	4.4	20	374	1271	578	240	594	156	255	233	251	280	577	171	303	344	262	225	59	LT	41	20
9.00 - 9.30					A	3.8	20	323	1121	539	208^	539	164^	196^	174^	223^	260^	548	145^	257^	269^	248^	254^	34v	LT	LT	LT
9.30 - 10.00					A	4.7	21	399	1168	581	245^	581	161^	228^	198^	255^	283^	539	160^	291^	306^	226^	216^	48v	LT	LT	LT
10.00 - 10.30					A	4.7	19	399	1323	629	233^	629	141^	265^	235^	300^	311^	635	199^	370	437	283^	198^	59v	LT	LT	LT
SUPERFRIENDS SPECIAL(S)		199			A	5.6	22	475	1520	208^	93v	208^	116v	208^	146^	92v	LT	178^	140^	178^	120v	38v	LT	323^	78v	811	506^
1 SAT.	10.00A	30	ABC CA	99																							
SUPERFRIENDS: SUPERPOWERS		4	194	194	A	4.0	21	340	1568	101^	18v	171^	53v	53v	26v	102^	118^	193^	64v	135^	135^	94v	58v	256^	129^	948	689
SAT.	8.30A	30	ABC CA	97 97	B	4.2	22	357	1593	94	65	166	61	86	47	83	80	190	59	150	144	115	40	228	110	1009	632
THIS WEEK-DAVID BRINKLEY		2	178	181	A	4.1	13	348	1135	476	149^	476	17v	77v	126^	221^	336^	597	163^	296^	267^	219^	276^	50v	35v	LT	LT
SUN.	11.30A	60	ABC N	96 95	B	4.1	13	348	1135	476	149	476	17	77	126	221	336	597	163	296	267	219	276	50	35	LT	LT
11.30 - 12.00					A	3.9	13	331	1057	436	136^	440	LT	57^	117^	205^	323^	568	158^	296^	277^	208^	260^	37v	22v	LT	LT
12.00 - 12.30					A	4.2	13	357	1218	519	165^	519	34v	95^	136^	238^	355	630	168^	296^	263^	229^	294^	55v	44v	14v	LT
TURBO TEEN		4	199	199	A	5.4	21	458	1773	158^	103^	192^	77^	126^	97^	115^	66v	198^	85^	198^	140^	113^	LT	275^	41v	1108	709
SAT.	9.30A	30	ABC CA	98 98	B	5.4	21	458	1653	159	102	207	114	151	76	73	53	168	87	157	116	70	11	227	48	1051	647
WORLD CUP SOCCER(S)		176			A	1.9	5	161	957^	305v	143v	305v	81v	186v	186v	105v	119v	603^	267v	317v	317v	50v	286v	LT	LT	49v	LT
1 SAT.	4.30P	90	NBC SE	88																							
4.30 - 5.00					A	1.7	5	144	889^	278v	133v	278v	LT	132v	132v	132v	146v	611^	319v	347v	347v	LT	264v	LT	LT	LT	LT
5.00 - 5.30					A	1.8	5	153	987^	320v	216v	320v	151v	216v	216v	65v	104v	582^	301v	334v	334v	33v	248v	LT	LT	LT	LT
5.30 - 6.00					A	2.1	5	178	1034^	331v	85v	331v	154v	214v	214v	130v	117v	635^	214v	293v	293v	79v	342v	LT	LT	LT	LT

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										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKEND DAYTIME CONT'D																													
WORLD SERIES PRE GAME #4(S)						212	A	6.6	21	560	1563	551	193^	551	107^	232^	218^	262^	257^	636	225^	309^	339^	209^	258^	78^	LT	298^	170^
2 SAT. 1.00P 20 NBC SC						99																							
WORLD SERIES GAME #4(S)						213	A	15.0	41	1274	1414	495	198	499	98^	207	196	246	274	714	193^	320	364	284	323	78^	20^	123^	67^
2 SAT. 1.20P 160 NBC SE						99																							
1.00 - 1.30							A	8.4	26	713	1491	540	173^	540	77^	166^	200^	271^	292^	674	207^	270^	355	225^	297^	75^	LT	202^	122^
1.30 - 2.00							A	12.1	35	1027	1545	527	222^	527	116^	202^	186^	222^	292	737	224^	342	403	275	315	65^	13^	216^	140^
2.00 - 2.30							A	14.5	40	1231	1392	478	230	478	105^	201^	178^	227	258	735	228	363	404	270	312	49^	10^	130^	52^
2.30 - 3.00							A	15.5	42	1316	1343	475	208	475	98^	199	173^	231	263	697	199	310	349	248	332	64^	10^	107^	55^
3.00 - 3.30							A	17.3	46	1469	1401	509	201	509	80^	206	219	276	290	715	152^	283	328	304	347	79^	24^	98^	58^
3.30 - 4.00							A	17.7	46	1503	1408	488	149^	507	94^	224	222	267	272	700	168	318	356	325	313	124^	44^	77^	43^
WORLD SERIES PRE GAME #5(S)						212	A	11.8	26	1002	1369	460	151^	472	105^	178^	218^	213^	243^	741	141^	389	393	397	307	72^	21^	84^	54^
2 SUN. 4.25P 12 NBC SC						99																							
WORLD SERIES GAME #5(S)						215	A	22.7	42	1927	1483	505	180	535	145	223	219	208	268	771	200	418	432	381	295	96^	33^	81^	28^
2 SUN. 4.37P 188 NBC SE						99																							
4.30 - 5.00							A	15.1	33	1282	1387	459	135^	470	120^	168^	189^	184^	263	754	154^	389	404	372	322	89^	28^	74^	45^
5.00 - 5.30							A	18.9	38	1605	1456	479	148^	509	150^	209	208	164	259	801	170	405	439	411	331	84^	30^	62^	24^
5.30 - 6.00							A	21.4	41	1817	1446	477	141	503	136^	200	208	171	253	782	186	387	423	376	317	98^	28^	63^	17^
6.00 - 6.30							A	21.7	41	1842	1476	522	173	546	145	232	220	230	257	745	207	419	406	360	273	98^	33^	87^	29^
6.30 - 7.00							A	24.0	42	2038	1494	519	179	562	138	227	220	236	282	762	214	425	416	368	290	91^	36^	79^	26^
7.00 - 7.30							A	28.8	48	2445	1551	529	243	563	160	245	239	223	281	785	221	441	457	394	287	104^	44^	99^	31^
7.30 - 8.00							A	31.4	51	2666	1518	530	206	557	157	245	237	223	273	772	224	451	472	395	261	92^	26^	97	28^

WORLD SERIES	POST GAME(S)	211	A	24.8	40	2106	1566	593	265	626	217	336	280	262	254	778	260	490	502	385	224	87^	18v	75^	31v
2 SUN.	7.45P 15 NBC SC	99																							

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. OCT. 1, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,450 18.2				27,170 32.0								
	ABC TV					CALL TO GLORY (SD)						NFL MONDAY NIGHT FOOTBALL CINCINNATI VS PITTSBURGH (9:00-12:09AM) (SD)(-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	13.2*			12,650 14.9	15.4*			16.3* 24 *		16.0* 24 *		14.5* 23 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 13.5	21 * 12.9			22 * 13.3	23 * 14.0			24 * 16.3		24 * 16.2		23 * 14.4
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					19,190 22.6				25,390 29.9								
	CBS TV					SCARECROW & MRS. KING (SUS-OP)						SPECIAL MOVIE PRSNT-MON PASSIONS (SD)						
	AVERAGE AUDIENCE (Households (000) & %)					14,940 17.6	17.1*			19,020 22.4	20.6*			21.7* 32 *		23.4* 36 *		23.8* 39 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 16.4	27 * 17.8			34 20.1	30 * 21.0			32 * 21.9		36 * 23.1		39 * 23.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,400 20.5				25,300 29.8								
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)						J. CARSON ANNIVERSARY SP.						
	AVERAGE AUDIENCE (Households (000) & %)					12,480 14.7	14.2*			16,390 19.3	18.1*			19.5* 29 *		20.3* 31 *		19.5* 32 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 13.9	23 * 14.6			30 17.5	27 * 18.7			29 * 20.1		31 * 20.4		32 * 19.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,790 18.6				27,930 32.9								
	ABC TV					CALL TO GLORY (SD)						NFL MONDAY NIGHT FOOTBALL SAN FRANCISCO VS N.Y. GIANTS (9:00-11:58PM) (-OP)						
	AVERAGE AUDIENCE (Households (000) & %)					11,890 14.0	13.7*			12,400 14.6	17.5*			17.3* 25 *		16.0* 23 *		13.0* 19 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					21 13.3	21 * 14.0			23 17.1	25 * 17.9			25 * 17.1		23 * 16.6		19 * 15.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,930 22.3				13,750 16.2		21,480 25.3						
	CBS TV					SCARECROW & MRS. KING (SD)					KATE & ALLIE		COUNTRY MUSIC AWARDS (9:30-11:15PM) (SD)(-OP)					
	AVERAGE AUDIENCE (Households (000) & %)					14,350 16.9	16.0*			12,060 14.2		13,160 15.5		14.7* 23 *		15.8* 23 *		15.5* 24 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 15.7	25 * 16.3			20 14.1		23 14.4		21 * 14.9		23 * 15.8		24 * 15.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,800 24.5				39,560 46.6								
	NBC TV					TV BLOOPERS & PRAC. JOKES (SD)					NBC MONDAY NIGHT MOVIES THE BURNING BED (SD)							
	AVERAGE AUDIENCE (Households (000) & %)					15,110 17.8	16.5*			30,730 36.2	33.8*			36.0* 51 *		37.6* 55 *		37.4* 57 *
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 15.8	25 * 17.2			52 32.9	47 * 34.7			51 * 36.5		55 * 37.4		57 * 38.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.4	58.6	59.8	60.3	61.8	63.3	64.5	66.3	68.2	68.1	68.0	68.2	66.4	63.8	61.9	58.8
		WK. 2	57.9	60.7	61.0	62.6	64.5	65.7	67.0	68.8	70.7	71.7	71.2	70.9	69.1	68.5	66.9	64.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE. MON. OCT. 8, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,060 14.2	26,150 30.8										
	ABC TV					(1) (SD)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					11,380 13.4	14,350 16.9										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 13.4	28 13.9		15.9* 26* 16.3		17.5* 28* 17.8		18.3* 29* 18.5		18.4* 29* 18.6		17.1* 28* 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,480 14.7		12,990 15.3		20,290 23.9							
	CBS TV					AFTERMASH		E/R (SD)									
	AVERAGE AUDIENCE (Households (000) & %)					10,190 12.0		10,950 12.9		12,900 15.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 11.8		20 12.2		25 14.1							
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					23,690 27.9				21,650 25.5				17,660 20.8			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					18,510 21.8				16,730 19.7				14,860 17.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					35 19.2				31 20.0				30 17.5			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					14,260 16.8		15,030 17.7		15,200 17.9				12,140 14.3			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					12,140 14.3		13,070 15.4		10,780 12.7				9,000 10.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 13.8		23 14.7		19 13.3				17 10.7			
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					12,990 15.3		13,160 15.5		20,460 24.1							
	CBS TV					AFTERMASH		E/R (SD)									
	AVERAGE AUDIENCE (Households (000) & %)					10,950 12.9		10,950 12.9		14,180 16.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 12.2		19 13.6		26 14.7							
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					17,150 20.2		41,090 48.4									
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					15,450 18.2		23,520 27.7									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 18.0		44 19.5									
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.6	55.8	57.2	59.0	61.3	62.5	63.7	64.5	64.0	63.9	63.9	61.2	59.3	57.5	54.9
		WK. 2	54.6	57.6	59.0	60.3	62.3	64.6	66.6	67.3	66.9	67.0	66.0	64.2	63.2	61.6	59.5

U.S. TV Households: 84,900,000

(1)AMER. LEAGUE CHAMP-PRE-1,ABC,(8:00-8:18PM)(S)

(2)WORLD SERIES PRE GAME #1,NBC,(8:00-8:19PM)(S)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. OCT.3, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	52.5	54.5	55.2	57.3	59.3	62.2	64.4	66.0	66.2	66.3	66.1	66.2	64.9	64.1	62.0	59.1
WK. 2	54.1	56.5	56.8	58.6	61.2	63.7	66.3	68.1	68.7	68.8	69.5	69.2	66.3	64.4	62.1	60.2

U.S. TV Households: 84,900,000

(1) AMER. LEAGUE CHAMP-PRE-2, ABC, (8:00-8:18PM)(S)

(2) WORLD SERIES PRE GAME #2, NBC, (8:00-8:17PM)(S)

For explanation of symbols, See page A.

EVE.WED. OCT.10, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. OCT.4, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,250 10.9	26,400 31.1										
	ABC TV					(1) (-OP)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)					8,910 10.5	14,430 17.0										
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 10.4	27 12.3	14.7	15.4* 25 *	17.1	17.5* 27 *	19.3	19.3	18.6	18.4* 28 *	17.5	16.5* 26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					20,630 24.3				23,860 28.1				21,230 25.0			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					16,470 19.4				18,680 22.0				17,910 21.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					31 17.4	18.3* 19.2	20.5	20.7* 32 *	21.1	21.1* 32 *	22.7	22.9* 35 *	23.1	21.4	21.3	20.9* 35 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					21,390 25.2				18,590 21.9				19,190 22.6			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					18,510 21.8				16,560 19.5				14,770 17.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 20.9	22.8	21.0	21.1	19.7	19.4	17.4	17.3	17.3	17.4	17.7	17.4* 29 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					12,140 14.3								13,410 15.8			
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					7,300 8.6								10,530 12.4			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					14 9.1	8.5* 7.9	8.4	8.6* 13 *	8.9				21 12.9			12.0
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					22,500 26.5								15,370 18.1			
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,230 20.3								11,890 14.0			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 17.0	30* 19.5	22.1	22.4* 35 *	22.7				23 14.2			13.8
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					20,550 24.2								12,900 15.2			
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					17,490 20.6								10,100 11.9			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 19.4	21.8	19.1	19.1					20 12.6			11.1
TV HOUSEHOLDS USING TV		WK. 1	52.6	54.7	55.6	56.8	59.7	62.6	64.1	65.2	66.1	66.6	66.4	66.0	64.3	63.0	61.6
(See Def. 1)		WK. 2	52.6	54.8	56.1	58.2	60.1	62.9	63.5	65.0	66.3	67.2	66.4	66.6	64.6	62.8	58.6

U.S. TV Households: 84,900,000

(1) NAT'L LEAGUE CHAMP-PRE-3, ABC, (8:00-8:17PM)(S)

For explanation of symbols, See page A.

EVE.THU. OCT.11, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. OCT. 5, 1984

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

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1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	49.4	50.2	49.8	51.5	52.7	53.7	55.0	56.4	58.9	59.8	60.2	59.8	58.4	58.3	57.7	56.9
WK. 2	51.1	53.5	54.1	55.9	57.6	59.8	61.3	62.6	63.7	65.0	65.7	65.1	63.0	62.4	61.1	60.1

U.S. TV Households: 84,900,000

(1) AMER. LEAGUE CHAMP-PRE-3, ABC, (8:00-8:18PM)(S)

(2) WORLD SERIES PRE GAME #3, NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.FRI. OCT. 12, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.6, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					10,190 12.0	30,140 35.5											
	ABC TV						(1) (SD)(-OP)												
	AVERAGE AUDIENCE (Households (000) & %)	{					9,510 11.2	16,560 19.5		16.1* 29 *		18.6* 32 *		18.9* 32 *		19.5* 34 *		21.0* 37 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 11.0	35 14.0	15.8	16.4	18.3	19.0	18.6	19.2	19.4	19.7	20.3	21.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,430 17.0				15,450 18.2				15,790 18.6				
	CBS TV							AIRWOLF (SD)			MIKE HAMMER (SD)					COVER-UP			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,440 12.3	11.6* 21 *		13.1* 23 *	11,630 13.7	12.6* 22 *		14.7* 25 *	12,140 14.3	14.5* 26 *		14.1* 26 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					22 11.1	21* 12.1	13.0	13.2	24 11.9	22* 13.4	14.7	25* 14.7	26 14.6	26* 14.5	14.3	14.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					14,860 17.5	15,200 17.9			15,540 18.3				12,310 14.5				
	NBC TV							DIFF'RENT STROKES-SAT.		GINME A BREAK (SD)		PARTNERS IN CRIME (9:00-9:56PM) (S)(SD)				HOT PURSUIT			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,230 14.4		13,410 15.8		12,400 14.6	14.7* 25 *		14.5* 25 *	9,000 10.6	10.8* 19 *		10.5* 19 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					26 13.1		28 15.7	15.9	25 14.8	25* 14.6	14.9	25* 14.1	19 11.0	19* 10.6	10.5	10.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,750 16.2				17,060 20.1				14,090 16.6				
	ABC TV						(2)		T.J. HOOKER (SD)			LOVE BOAT (SD)				FINDER OF LOST LOVES			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,610 12.5	11.9* 22 *		13.2* 23 *	13,840 16.3	15.9* 28 *		16.8* 29 *	10,950 12.9	13.0* 24 *		12.9* 24 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	11.9* 25 *				23 11.5	22* 12.3	12.8	13.6	28 15.4	28* 16.3	16.8	29* 16.8	24 13.2	24* 12.8	12.7	13.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,500 15.9				13,410 15.8				14,090 16.6				
	CBS TV						(3)		AIRWOLF (SD)			MIKE HAMMER (9:00-9:53PM) (S)(SD)				COVER-UP			
	AVERAGE AUDIENCE (Households (000) & %)	{					10,100 11.9	11.5* 21 *		12.4* 22 *	10,950 12.9	12.5* 22 *		13.5* 24 *	10,270 12.1	11.6* 21 *		12.5* 23 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	7.6* 16 *				22 11.3	21* 11.6	12.1	12.6	23 12.2	22* 12.7	13.5	24* 13.5	22 11.4	21* 11.9	12.5	12.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					14,690 17.3	13,750 16.2			17,830 21.0								
	NBC TV							DIFF'RENT STROKES-SAT.		GINME A BREAK (SD)			PARTNERS IN CRIME (9:00-10:55PM) (S)(SD)						
	AVERAGE AUDIENCE (Households (000) & %)	{					12,820 15.1		12,400 14.6		11,040 13.0	12.2* 23 *		12.4* 22 *		13.7* 25 *		13.9* 26 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%					28 14.6		26 15.5	15.0	23 12.1	21* 12.2	12.3	22* 12.5		25* 13.9	14.4	26* 13.2	
TV HOUSEHOLDS USING TV			WK. 1	48.1	49.7	50.6	51.6	53.3	55.7	56.9	57.7	58.0	58.0	58.3	58.4	57.3	56.4	55.4	54.3
(See Def. 1)			WK. 2	50.1	50.1	51.5	52.2	53.7	55.0	55.8	56.6	56.7	57.2	57.3	57.5	55.4	54.8	54.6	52.5

U.S. TV Households: 84,900,000

(1) NAT'L LEAGUE CHAMP-PRE-4, ABC, (8:00-8:18PM)(S) (2) CFA COLLEGE FOOTBALL GAME, ABC, (3:54-7:10PM)

(3) CBS COLLEGE FOOTBALL, WASHINGTON VS STANFORD, ILLINOIS VS OHIO, CBS, (3:36-7:14PM)

For explanation of symbols, See page A.

EVE.SAT. OCT.13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. OCT.6, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

NAT'L LEAGUE CHAMP-
GM-4
CHICAGO CUBS VS SAN DIEGO
(8:18-11:35PM) (40P)

3,910
4.6
ABC WEEKEND
REPORT-SAT.
(12:18-12:33PM)

3,650
4.3
14
4.3 3.9

23.3 24.4 25.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,040
13.0

SATURDAY NIGHT
(11:30-12:50AM)
(SUSTAINING 12:50-1:00AM)

6,200
7.3 8.0*
22 19*
7.5 8.6 7.7 6.9 6.4 5.9

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

3,740
4.4

ABC
WEEKEND
REPORT-
SAT.
3,650
4.3
11
4.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

11,550
13.6

SATURDAY NIGHT

5,690
6.7 8.3*
20 21*
8.8 7.9 7.3 6.0 5.5 4.7

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	51.5	48.9	44.8	37.7	33.5	29.7	26.9	24.5	21.4	19.3	16.7	15.4	14.4	12.9	11.5	10.7
WK. 2	48.3	45.3	40.4	38.1	34.3	30.9	28.5	26.2	23.0	20.0	17.7	16.3	13.7	11.9	10.6	10.1

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. OCT.13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.7, 1984

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		12,990 15.3			15,880 18.7												
	ABC TV		(1) (-OP)	RIPLEY'S BELIEVE IT-NOT (7:22-8:00PM) (OP)			HARDCASTLE & MCCORMICK (SD)			PRESIDENTIAL DEBATE-ABC (9:00-10:52PM) (SUS)(S)(SD)									
	AVERAGE AUDIENCE (Households (000) & %)	{		9,760 11.5			11,800 13.9	13.4*											
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	24.1	10.8	11.7	11.7	13.3	13.5	14.0	14.7									
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	23,690 27.9				20,550 24.2											14,180 16.7	
	CBS TV		60 MINUTES			MURDER, SHE WROTE (SD)			PRESIDENTIAL DEBATE-CBS (SUS)									DEBATE ANALYSIS- CBS	
	AVERAGE AUDIENCE (Households (000) & %)	{	16,220 19.1	16.7*		21.5*	17,230 20.3	19.9*			20.8*							13,920 16.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	32	29 *		36 *	31	31 *			32 *							28 16.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{			10,950 12.9		17,570 20.7											15,280 18.0	
	NBC TV		(2) (-OP)(SD)	SILVER SPOONS (OP)			KNIGHT RIDER (SD)			PRESIDENTIAL DEBATE-NBC (9:00-10:44PM) (SUS)(-OP)									DEBATE ANALYSIS- 1-NBC (10:44-11:15PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{		9.0*	10.3		13,240 15.6	14.8*			16.5*							10,700 12.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	8.6	9.2	9.1	11.4	14.1	15.5	16.3	16.6								22 11.9 12.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	13,160 15.5				15,280 18.0				25,390 29.9								
	ABC TV		RIPLEY'S BELIEVE IT-NOT			HARDCASTLE & MCCORMICK (SD)			ABC SUNDAY NIGHT MOVIE SINGLE BARS, SINGLE WOMEN (9:00-10:56PM) (S)(SD)										
	AVERAGE AUDIENCE (Households (000) & %)	{	8,070 9.5	8.5*		10.4*	11,970 14.1	13.4*			16,980 20.0	20.1*		20.9*		20.4*		18.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	15	14 *		16 *	21	20 *			31	29 *		31 *		33 *		31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	20,120 23.7				22,160 26.1				16,980 20.0		16,560 19.5		18,170 21.4				
	CBS TV		(3) (-OP)	60 MINUTES (7:05-8:05PM) (OP)(-OP)			MURDER, SHE WROTE (8:05-9:05PM) (OP)(-OP)(SD)			JEFFERSONS (9:05-9:35PM) (OP)(-OP)			ALICE (9:35-10:05PM) (OP)(-OP)(SD)			TRAPPER JOHN, M.D. (10:05-11:05PM) (OP)(-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	12,310 14.5	13.1*		14.9*	16,470 19.4	18.4*			15,200 17.9		14,430 17.0		14,090 16.6		16.3*		17.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	23	21 *		23 *	29	28 *			26		26		28		26 *		29 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{				22,410 26.4	20,630 24.3				22,240 26.2								
	NBC TV		WORLD SERIES GAME #5 SAN DIEGO VS DETROIT (4:37-7:45PM)			WORLD SERIES POST GAME			KNIGHT RIDER (SD)			NBC SUNDAY NIGHT MOVIE V: THE FINAL BATTLE, PART 1(R) (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{		28.8*	31.4*	24.8	16,390 19.3	19.1*			14,260 16.8			17.3*		16.9*		16.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	27.9	48 *	51 *	40	28	29 *			26		25 *	26 *		27 *		28 *	
TV HOUSEHOLDS USING TV		WK. 1	58.4	58.4	59.3	60.9	63.1	64.8	66.1	67.4	67.3	67.6	67.3	66.1	63.6	61.4	59.2	55.0	
(See Def. 1)		WK. 2	60.2	61.8	63.3	64.5	66.1	67.2	68.6	69.4	68.4	68.4	67.6	66.0	63.5	61.8	60.2	56.2	

U.S. TV Households: 84,900,000

(1) NAT'L LEAGUE CHAMP-GM-5, CHICAGO CUBS VS SAN DIEGO, NBC, (4:17-7:22PM)(S)

A-17 (2) NFL FOOTBALL GAME 2-NBC, VAR T & T, MULTI-SEG

(3) CBS NFL FOOTBALL GAME 2, CBS, VAR T & T, MULTI-SEG

For explanation of symbols, See page A.

EVE.SUN. OCT.14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. OCT.7, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE {
(Households (000) & %)

4,160
4.9

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,990
4.7
21
4.7

W

TOTAL AUDIENCE {
(Households (000) & %)

5,010
5.9

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,840
5.7
12
5.7

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

1,530
1.8

NBC TV

DEBATE ANALYSIS-
1-NBC
(10:44-11:15PM)

G MICHAELS
SPORTS MACHINE
(11:45-12:15AM)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,270
1.5
5
1.7 1.3

TOTAL AUDIENCE {
(Households (000) & %)

3,480
4.1

ABC TV

ABC
WEEKEND
REPORT-
SUN.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,310
3.9
10
3.9

W

TOTAL AUDIENCE {
(Households (000) & %)

4,500
5.3

CBS TV

CBS SUNDAY
NEWS-OSGOOD
(11:05-11:20PM)
(OP)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

4,250
5.0
12
5.2 4.6

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

1,610
1.9

NBC TV

G MICHAELS
SPORTS MACHINE
(11:30-12:00MD)

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,270
1.5
5
1.7 1.3

TV HOUSEHOLDS USING TV	WK. 1	48.6	42.9	34.8	29.6	25.1	22.6	19.8	16.6	13.5	11.9	10.0	9.1	8.0	6.8	6.2	5.9
(See Def. 1)	WK. 2	48.1	42.4	34.6	30.4	26.2	23.4	20.8	19.0	16.2	14.3	12.3	10.6	8.6	7.5	6.9	6.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. OCT.14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT.1-5, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		4,920				5,090										
		5.8				6.0										
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)(S)(OP)										
		3,910				4,330										
		4.6				5.1										
		24				25										
		4.4	4.8			5.1	5.0									

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		3,230				3,570							4,410		3,990	
		3.8				4.2							5.2		4.7	
		CBS MORNING NEWS 1				CBS MORNING NEWS 2							\$25,000 PYRAMID		PRESS YOUR LUCK	
		2,550				2,800							3,820		3,400	
		3.0				3.3							4.5		4.0	
		16				16							21		19	
		3.0	2.9			3.2	3.4						4.2	4.7	4.0	4.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		4,250				4,580							3,140		3,570	
		5.0				5.4							3.7		4.2	
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)							FACTS OF LIFE M-F		SALE OF THE CENTURY	
		3,400				3,740							2,720		2,970	
		4.0				4.4							3.2		3.5	
		21				21							15		16	
		4.0	4.1			4.4	4.3						3.1	3.3	3.4	3.6

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		4,750				5,010										
		5.6				5.9										
		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)										
		3,820				4,080										
		4.5				4.8										
		23				22										
		4.4	4.6			5.0	4.7									

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		3,400				3,480							4,920		4,410	
		4.0				4.1							5.8		5.2	
		CBS MORNING NEWS 1				CBS MORNING NEWS 2							\$25,000 PYRAMID		PRESS YOUR LUCK	
		2,630				2,720							4,160		3,740	
		3.1				3.2							4.9		4.4	
		16				15							21		19	
		3.0	3.3			3.1	3.3						4.7	5.1	4.4	4.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

		4,250				4,670							3,740		4,330	
		5.0				5.5							4.4		5.1	
		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)							FACTS OF LIFE M-F		SALE OF THE CENTURY	
		3,480				3,820							3,060		3,650	
		4.1				4.5							3.6		4.3	
		21				21							16		18	
		4.0	4.1			4.5	4.5						3.4	3.8	4.2	4.3

TV HOUSEHOLDS USING TV WK. 1	12.1	14.0	15.8	17.4	18.4	19.9	20.4	20.6	20.7	21.6	21.6	21.4	21.4	21.5	21.0	21.3
(See Def. 1) WK. 2	12.4	14.7	16.4	18.2	19.3	20.3	20.6	20.7	21.2	21.9	22.4	22.7	22.9	23.3	23.1	23.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT.8-12, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)	{	2,290 2.7		3,140 3.7		3,060 3.6		4,330 5.1		8,740 10.3			8,150 9.6			
		CELEBRITY FAMILY FEUD SP.		LOVING		FAMILY FEUD (MTHF)(OP)		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (SD)			ONE LIFE TO LIVE (MTHF)(S)(OP)			

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	1,950 2.3		2,800 3.3		2,630 3.1		3,650 4.3		6,710 7.9			6,030 7.1			
SHARE OF AUDIENCE %		11		15		13		17		28			26			
AVG. AUD. BY ¼ HR.	%	2.3	2.4	3.1	3.3	2.9	3.3	4.1	4.5	7.1	8.0	8.3	7.1	6.9	7.0	7.2*

W

TOTAL AUDIENCE (Households (000) & %)	{	5,940 7.0		7,390 8.7				9,000 10.6				7,640 9.0				5,350 6.3
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	5,090 6.0		6,370 7.5				6,880 8.1	8.1*			6,030 7.1	6.8*		4,840 5.7	
SHARE OF AUDIENCE %		28		33				32	33 *			25	24 *		21	
AVG. AUD. BY ¼ HR.	%	5.8	6.3	7.4	7.7			8.1	8.1	8.1	8.2	6.8	6.9	7.4	5.7	5.6

K

1

TOTAL AUDIENCE (Households (000) & %)	{	6,200 7.3		5,180 6.1		2,120 2.5		2,800 3.3		5,940 7.0			5,350 6.3			
		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	5,260 6.2		4,410 5.2		1,780 2.1		2,380 2.8		4,750 5.6	5.4*		4,330 5.1	5.1*		5.0*
SHARE OF AUDIENCE %		29		23		9		11		20	19 *		18	18 *		18 *
AVG. AUD. BY ¼ HR.	%	6.3	6.2	5.2	5.2	2.1	2.1	2.8	2.9	5.2	5.6	5.9	5.9	5.0	5.2	4.9

TOTAL AUDIENCE (Households (000) & %)	{	3,400 4.0		3,740 4.4		3,400 4.0		4,330 5.1		9,000 10.6			8,070 9.5			
		TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SD)			

ABC TV

AVERAGE AUDIENCE (Households (000) & %)	{	2,800 3.3		3,060 3.6		2,890 3.4		3,740 4.4		6,880 8.1	7.8*		6,370 7.5	7.3*		7.6*
SHARE OF AUDIENCE %		14		15		13		16		27	26 *		26	25 *		27 *
AVG. AUD. BY ¼ HR.	%	3.3	3.3	3.4	3.7	3.2	3.5	4.2	4.6	7.4	8.2	8.4	7.3	7.3	7.4	7.8

W

TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.5		7,900 9.3				9,080 10.7				8,240 9.7				5,520 6.5
		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL

CBS TV

AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5		6,880 8.1				6,960 8.2	8.0*			6,450 7.6	7.5*		5,090 6.0	
SHARE OF AUDIENCE %		27		33				31	31 *			26	25 *		21	
AVG. AUD. BY ¼ HR.	%	6.3	6.7	7.9	8.3			7.9	8.1	8.4	8.3	7.5	7.5	7.7	5.9	6.0

K

2

TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1		5,430 6.4		2,720 3.2		2,890 3.4		6,540 7.7			5,600 6.6			
		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD (SD)			

NBC TV

AVERAGE AUDIENCE (Households (000) & %)	{	5,940 7.0		4,750 5.6		2,290 2.7		2,460 2.9		5,260 6.2	5.9*		4,500 5.3	5.4*		5.1*
SHARE OF AUDIENCE %		29		23		10		11		21	20 *		18	18 *		18 *
AVG. AUD. BY ¼ HR.	%	6.9	7.1	5.6	5.6	2.6	2.7	2.9	2.9	5.6	6.2	6.5	5.4	5.4	5.3	4.9

TV HOUSEHOLDS USING TV WK. 1	21.6	22.0	22.8	23.6	24.3	25.0	25.8	26.7	28.1	28.9	28.5	28.4	27.4	27.5	26.7	27.7
(See Def. 1) WK. 2	23.6	24.2	24.6	25.4	26.3	27.1	27.2	27.7	29.1	29.9	29.7	30.0	29.1	29.2	28.1	28.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 1-5, 1984

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{	9,590 11.3				2,380 2.8									9,930 11.7	
	ABC TV			GENERAL HOSPITAL (MTHF)				EDGE OF NIGHT (MTHF)									ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{	7,640 9.0				2,120 2.5									8,410 9.9	
	SHARE OF AUDIENCE %			31	8.9*		9.1*	31*	8								21	
	AVG. AUD. BY ¼ HR. %			8.5	9.1	9.2	9.1	2.7	2.5								9.7	10.1
	TOTAL AUDIENCE (Households (000) & %)		{	7,640 9.0				2,890 3.4									11,720 13.8	
	CBS TV			GUIDING LIGHT (SD)				BODY LANGUAGE									CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{	5,860 6.9	6.7*		7.1*	2,380 2.8									10,100 11.9	
	SHARE OF AUDIENCE %			23	23*		23*	9									23	
	AVG. AUD. BY ¼ HR. %			6.6	6.9	7.2	7.0	2.6	2.9								11.8	12.1
	TOTAL AUDIENCE (Households (000) & %)		{	3,740 4.4													9,340 11.0	
	NBC TV			SANTA BARBARA													NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{	2,630 3.1	3.1*		3.1*										8,240 9.7	
	SHARE OF AUDIENCE %			11	11*		10*										20	
	AVG. AUD. BY ¼ HR. %			3.1	3.0	3.0	3.2										9.4	9.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{	9,760 11.5				2,800 3.3									10,100 11.9	
	ABC TV			GENERAL HOSPITAL				EDGE OF NIGHT (S)(OP)									ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)		{	7,810 9.2				2,380 2.8									8,570 10.1	
	SHARE OF AUDIENCE %			31	9.1*		9.3*	31*	9								20	
	AVG. AUD. BY ¼ HR. %			8.9	9.4	9.4	9.3	2.9	2.8								10.0	10.3
	TOTAL AUDIENCE (Households (000) & %)		{	7,900 9.3				2,890 3.4									11,380 13.4	
	CBS TV			GUIDING LIGHT (SD)				BODY LANGUAGE									CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)		{	6,200 7.3	7.2*		7.4*	2,460 2.9									9,760 11.5	
	SHARE OF AUDIENCE %			24	25*		24*	9									22	
	AVG. AUD. BY ¼ HR. %			7.1	7.3	7.4	7.4	2.9	2.9								11.4	11.6
	TOTAL AUDIENCE (Households (000) & %)		{	3,650 4.3													9,080 10.7	
	NBC TV			SANTA BARBARA													NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)		{	2,550 3.0	3.1*		2.9*										7,810 9.2	
	SHARE OF AUDIENCE %			10	11*		10*										19	
	AVG. AUD. BY ¼ HR. %			3.2	3.0	2.9	3.0										8.9	9.5

TV HOUSEHOLDS USING TV		WK. 1	28.4	29.7	30.6	31.5	31.5	33.2	34.1	35.4	36.7	38.8	39.9	42.9	45.7	47.9	49.5	51.2
(See Def. 1)		WK. 2	29.0	30.2	30.5	31.6	31.3	32.8	33.4	34.5	36.0	38.1	40.0	42.9	46.6	49.1	50.7	52.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. OCT. 8-12, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				2,120 2.5		3,400 4.0		4,580 5.4		5,260 6.2		5,860 6.9		4,920 5.8	
	ABC TV		{				PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		SUPERFRIENDS SPECIAL (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)		{				1,610 1.9		2,720 3.2		3,990 4.7		4,500 5.3		4,750 5.6		4,410 5.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				15 1.7		18 2.2		21 4.6		22 5.2		22 5.7		20 5.0	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{				850 1.0		3,060 3.6		3,990 4.7		5,430 6.4		5,350 6.3		4,080 4.8	
	CBS TV		{				CAPTAIN KANGAROO- SAT.		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		SATURDAY SUPERCAR		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{				760 .9		2,120 2.5		3,140 3.7		4,160 4.9		3,140 3.7		3,310 3.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				10 .8		15 2.1		19 3.5		21 4.8		17 3.6		16 3.8	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{						3,480 4.1		4,080 4.8		6,280 7.4		7,220 8.5		7,900 9.3	
	NBC TV		{						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{						2,460 2.9		3,310 3.9		5,010 5.9		6,280 7.4		6,710 7.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{						22 2.5		22 3.5		26 5.3		31 7.3		31 7.7	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				2,800 3.3		5,090 6.0		5,520 6.5		5,690 6.7		5,770 6.8		5,010 5.9	
	ABC TV		{				PUPPY'S GREAT ADVENTURES (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
	AVERAGE AUDIENCE (Households (000) & %)		{				2,380 2.8		4,080 4.8		4,500 5.3		4,670 5.5		4,410 5.2		4,080 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				21 2.5		25 4.3		22 5.1		21 5.3		19 5.3		17 4.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{				1,440 1.7		3,140 3.7		4,250 5.0		5,860 6.9		6,620 7.8		4,500 5.3	
	CBS TV		{				CAPTAIN KANGAROO- SAT.		SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		SATURDAY SUPERCAR		POLE POSITION	
	AVERAGE AUDIENCE (Households (000) & %)		{				1,100 1.3		2,460 2.9		3,400 4.0		4,920 5.8		4,160 4.9		3,990 4.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{				15 1.1		19 2.7		18 3.7		24 5.7		20 4.7		19 4.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{						2,970 3.5		4,840 5.7		5,940 7.0		8,410 9.9		8,740 10.3	
	NBC TV		{						SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)	
	AVERAGE AUDIENCE (Households (000) & %)		{						2,290 2.7		3,820 4.5		4,920 5.8		6,960 8.2		7,470 8.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{						20 2.4		23 4.1		24 5.3		31 7.9		32 8.7	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	6.3	8.2	9.6	11.4	13.5	16.0	18.1	20.5	22.4	24.0	24.3	24.8	25.4	26.2	26.9	27.7
		WK. 2	6.2	7.7	9.4	11.8	14.0	16.2	18.7	21.7	23.4	25.7	26.5	27.6	28.2	29.2	29.7	29.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1984

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,520 6.5	6,200 7.3	4,670 5.5	5,180 6.1										
	ABC TV		BEST OF SCOOBY DOO SPCL (SD)	LITTLES	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.3	5,180 6.1	3,480 4.1	2,720 3.2	3.1*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 5.3	22 5.3	14 4.3	11 3.1	10* 3.2			3.3* 3.3	11* 3.4					
	TOTAL AUDIENCE (Households (000) & %)	{	5,090 6.0	4,750 5.6	5,260 6.2	6,200 7.3	6,450 7.6	5,890 6.7								
	CBS TV		DUNGEONS AND DRAGONS (SD)	PRYOR'S PLACE (SD)	BUGS BUNNY/ROAD RUNNER 1	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	CHARLIE BROWN&SNOOPY SHOW (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,080 4.8	3,990 4.7	4,080 4.8	4,840 5.7	5,260 6.2	4,500 5.3								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 4.6	17 4.6	17 4.6	19 5.5	21 6.0	18 5.4								
	TOTAL AUDIENCE (Households (000) & %)	{	6,880 8.1	5,430 6.4	4,580 5.4	4,500 5.3										
	NBC TV		KIDD VIDEO	MR. T	GOING BANANAS (SD)	SPIDERMAN AND FRIENDS										
	AVERAGE AUDIENCE (Households (000) & %)	{	5,770 6.8	4,750 5.6	3,570 4.2	3,820 4.5										
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 6.9	20 5.6	15 4.2	15 4.3										

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,010 5.9	5,350 6.3	4,410 5.2	4,080 4.8										
	ABC TV		SCARY SCOOBY DOO FUNNIES (SD)	LITTLES	ABC WEEKEND SPECIALS	AMERICAN BANDSTAND										
	AVERAGE AUDIENCE (Households (000) & %)	{	4,250 5.0	4,410 5.2	3,650 4.3	2,290 2.7	2.7*									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	18 5.2	18 4.8	14 4.4	9 2.8	9* 2.7			2.6* 2.6	8* 2.5					
	TOTAL AUDIENCE (Households (000) & %)	{	5,600 6.6	5,180 6.1	5,180 6.1	5,260 6.2	5,180 6.1	2,890 3.4								
	CBS TV		DUNGEONS AND DRAGONS (SD)	PRYOR'S PLACE (SD)	BUGS BUNNY/ROAD RUNNER 1	BUGS BUNNY/ROAD RUNNER 2	BUGS BUNNY/ROAD RUNNER 3 (SD)	CHARLIE BROWN&SNOOPY SHOW (SD)								
	AVERAGE AUDIENCE (Households (000) & %)	{	4,500 5.3	3,990 4.7	3,990 4.7	4,160 4.9	4,160 4.9	2,630 3.1								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	19 5.4	16 5.2	15 4.8	16 4.9	15 5.0	9 3.2								
	TOTAL AUDIENCE (Households (000) & %)	{	6,370 7.5	5,690 6.7	3,230 3.8	2,380 2.8	6,790 8.0	24,710 29.1								
	NBC TV		KIDD VIDEO	MR. T	GOING BANANAS (SD)	SPIDERMAN AND FRIENDS(B)	(1) (-OP)	WORLD SERIES GAME #4 SAN DIEGO VS DETROIT (1:20-4:00PM) (OP)								
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 6.5	4,580 5.4	2,630 3.1	1,780 2.1	5,600 6.6	12,740 15.0								
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	23 6.8	18 6.2	10 5.4	7 3.1	21 6.4	41 8.4								
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2	WK. 1	WK. 2
(See Def. 1)			27.0	27.4	27.8	28.7	28.1	29.2	29.7	30.0	29.7	29.8	30.4	30.5	30.0	30.6
			29.3	28.7	29.2	29.3	29.7	31.2	30.2	30.5	30.9	31.6	33.1	34.8	35.0	35.7

U.S. TV Households: 84,900,000
(1) WORLD SERIES PRE GAME #4, NBC, (1:00-1:20PM)(S)

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. OCT. 6, 1984

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

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1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

CFA COLLEGE FOOTBALL GAME

OKLAHOMA VS NEBRASKA
GEORGIA VS ALABAMA
(3:43-6:47PM) (OP) (-OP)

WORLD CUP SOCCER

NBC NIGHTLY NEWS-SAT.

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

WORLD SERIES GAME #4
SAN DIEGO VS DETROIT
(1:20-4:00PM)

SPORTSWORLD-SAT.

NBC NIGHTLY NEWS-SAT.

TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	31.9	30.8	30.1	30.3	31.4	32.7	34.1	35.7	37.3	39.6	40.4	42.4	44.8	46.1	47.4	47.9
WK. 2	37.1	38.3	38.9	38.8	37.0	37.2	37.3	37.9	38.9	40.1	39.7	41.7	45.0	46.1	46.8	49.0

U.S. TV Households: 84,900,000

(1) CFA COLLEGE FOOTBALL-PRE, ABC, (3:30-3:43PM)

(2) CFA COLLEGE FOOTBALL POST, ABC, (6:47-7:00PM)

A-31 (3) CFA COLLEGE FOOTBALL-PRE, ABC, (3:30-3:54PM)

For explanation of symbols, See page A.

DAY SAT. OCT. 13, 1984

DAY SUN. OCT. 7, 1984

[illegible]

		WEEK OF 10/11/70																																	
		MON				TUE				WED				THUR				FRI				SAT		SUN											
		AVERAGE				AVERAGE				AVERAGE				AVERAGE				AVERAGE				AVERAGE		AVERAGE											
		HOUSEHOLDS				HOUSEHOLDS				HOUSEHOLDS				HOUSEHOLDS				HOUSEHOLDS				HOUSEHOLDS		HOUSEHOLDS											
		PERCENT				PERCENT				PERCENT				PERCENT				PERCENT				PERCENT		PERCENT											
		SHARE				SHARE				SHARE				SHARE				SHARE				SHARE		SHARE											
		BY 1/4 HR.				BY 1/4 HR.				BY 1/4 HR.				BY 1/4 HR.				BY 1/4 HR.				BY 1/4 HR.		BY 1/4 HR.											
WEEK	TOTAL AUDIENCE (Households (000) & %)																																		
	ABC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)																																		
	SHARE OF AUDIENCE %																																		
	AVG. AUD. BY 1/4 HR.																																		
EVENING	TOTAL AUDIENCE (Households (000) & %)																																		
	CBS TV																																		
	AVERAGE AUDIENCE (Households (000) & %)																																		
	SHARE OF AUDIENCE %																																		
	AVG. AUD. BY 1/4 HR.																																		
2	TOTAL AUDIENCE (Households (000) & %)																																		
	NBC TV																																		
	AVERAGE AUDIENCE (Households (000) & %)																																		
	SHARE OF AUDIENCE %																																		
	AVG. AUD. BY 1/4 HR.																																		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	5.2	6.3	7.1	8.6	11.5	13.3	15.3	17.5	20.4	21.8	22.7	24.2	25.5	26.6	27.8	28.6	WK. 2	5.1	5.8	6.8	8.8	11.1	12.9	14.4	16.7	19.2	21.0	22.5	24.7	25.3	26.1	26.3	27.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)				5,690 6.7													
ABC TV				← THIS WEEK-DAVID BRINKLEY →													
AVERAGE AUDIENCE (Households (000) & %)				3,480 4.1													
SHARE OF AUDIENCE %				14	3.7*			4.4*									
AVG. AUD. BY ¼ HR. %				3.7	3.8		4.4	4.4									
TOTAL AUDIENCE (Households (000) & %)								6,880 8.1	25,130 29.6								
CBS TV								CBS NFL TODAY (12:30-12:58PM) (-OP)		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
AVERAGE AUDIENCE (Households (000) & %)								5,520 6.5	11,800 13.9								
SHARE OF AUDIENCE %								20	35	10.6*	29 *	13.0*	33 *	13.9*	35 *	15.4*	38 *
AVG. AUD. BY ¼ HR. %								6.0	7.9	9.8	11.6	13.1	13.0	13.3	14.5	15.5	15.4
TOTAL AUDIENCE (Households (000) & %)						2,800 3.3		5,600 6.6	16,300 19.2								
NBC TV						MEET THE PRESS		NFL '84-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000) & %)						2,380 2.8		4,160 4.9	7,640 9.0								
SHARE OF AUDIENCE %						10		15	22	7.4*	20 *	9.6*	24 *	9.5*	24 *	9.1*	22 *
AVG. AUD. BY ¼ HR. %						2.8	2.8	4.2	5.5	6.9	7.9	9.2	10.0	9.7	9.2	9.0	9.3

TOTAL AUDIENCE (Households (000) & %)				5,010 5.9													
ABC TV				← THIS WEEK-DAVID BRINKLEY →													
AVERAGE AUDIENCE (Households (000) & %)				3,400 4.0													
SHARE OF AUDIENCE %				13	4.1*			4.0*									
AVG. AUD. BY ¼ HR. %				3.9	4.2		4.1	3.9									
TOTAL AUDIENCE (Households (000) & %)								7,130 8.4	22,240 26.2								
CBS TV								CBS NFL TODAY (12:30-12:58PM) (-OP)		CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (OP)							
AVERAGE AUDIENCE (Households (000) & %)								5,690 6.7	10,610 12.5								
SHARE OF AUDIENCE %								21	32	11.1*	31 *	13.0*	35 *	13.2*	34 *	13.0*	33 *
AVG. AUD. BY ¼ HR. %								6.0	8.7	10.0	12.0	12.7	13.4	13.6	12.7	13.0	13.0
TOTAL AUDIENCE (Households (000) & %)						4,160 4.9		4,840 5.7	24,790 29.2								
NBC TV						MEET THE PRESS		NFL '84-NBC		NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST							
AVERAGE AUDIENCE (Households (000) & %)						3,140 3.7		3,650 4.3	9,420 11.1								
SHARE OF AUDIENCE %						13		14	28	8.6*	24 *	10.0*	27 *	10.5*	27 *	10.9*	28 *
AVG. AUD. BY ¼ HR. %						3.8	3.7	3.8	4.7	7.7	9.4	9.8	10.1	10.1	10.7	10.9	10.8
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	28.6	28.7	29.4	30.0	30.3	31.0	32.5	34.1	36.0	38.3	39.9	40.5	40.1	40.8	41.6
		WK. 2	29.4	30.0	30.2	30.6	30.8	32.6	33.2	34.4	36.6	38.1	38.3	39.2	39.2	40.1	40.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. OCT. 7, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,680 11.4	32,090 37.8										
	ABC TV					(1) (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					8,410 9.9	17,400 20.5										
	SHARE OF AUDIENCE %					22	41			17.6*		19.7*		21.1*		22.1*	24.1*
	AVG. AUD. BY ¼ HR. %					9.8	13.8	17.3	17.8	19.2	20.2	20.9	21.3	21.5	22.6	24.0	24.2
	TOTAL AUDIENCE (Households (000) & %)					9,420 11.1								6,710 7.9			
	CBS TV					CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)	CBS NFL FOOTBALL POST VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (OP)							CBS EVENING NEWS- DEAN			
	AVERAGE AUDIENCE (Households (000) & %)					7,220 8.5								5,260 6.2			
	SHARE OF AUDIENCE %					15.3*	16.1*							12			
	AVG. AUD. BY ¼ HR. %					15.3	15.4	15.4	16.5	10.0	8.7	2.6		5.8	6.7		
	TOTAL AUDIENCE (Households (000) & %)						19,950 23.5										
	NBC TV					NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)						7,470 8.8										
	SHARE OF AUDIENCE %					9.4*	3.4*			9.3*		8.8*		8.1*		8.9*	8.8*
	AVG. AUD. BY ¼ HR. %					9.4	9.2	9.4	8.9	3.4	8.6	9.1	9.4	8.7	8.8	8.1	8.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																6,200 7.3
	ABC TV																ABC WRD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)																5,090 6.0
	SHARE OF AUDIENCE %																11
	AVG. AUD. BY ¼ HR. %																5.8 6.2
	TOTAL AUDIENCE (Households (000) & %)					18,510 21.8											
	CBS TV					CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					7,980 9.4	9.7*			10.0*		10.0*		9.4*		8.8*	8.7*
	SHARE OF AUDIENCE %					12.7*	12.3*			10.0*		10.0*		9.4*		8.8*	8.7*
	AVG. AUD. BY ¼ HR. %					31 *	29 *			22 *		20 *		18 *		17 *	15 *
	TOTAL AUDIENCE (Households (000) & %)					3,910 4.6	10,190 12.0	34,890 41.1									
	NBC TV					NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES~ (OP)(-OP)											
	AVERAGE AUDIENCE (Households (000) & %)					3,230 3.8	10,020 11.8	19,270 22.7									
	SHARE OF AUDIENCE %					11.7*	13.0*			15.1*		18.9*		21.4*		21.7*	24.0*
	AVG. AUD. BY ¼ HR. %					29 *	31 *			33 *		38 *		41 *		41 *	42 *
	TOTAL AUDIENCE (Households (000) & %)																
	WORLD SERIES GAME #5 SAN DIEGO VS DETROIT (4:37-7:45PM) (OP)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV		WK. 1	42.5	43.3	44.1	44.3	45.4	44.8	45.3	45.3	45.7	46.9	47.9	49.5	53.2	54.7	56.4
(See Def. 1)		WK. 2	41.2	41.7	42.6	43.6	44.1	45.3	46.1	47.5	49.2	50.7	51.8	52.5	53.4	54.7	56.1

U.S. TV Households: 84,900,000

(1)NAT'L LEAGUE CHAMP-PRE-5,ABC,(4:00-4:17PM)(S)

(2)NFL FOOTBALL POST-NBC(B),NBC,(4:07-4:24PM)

A-37(3)WORLD SERIES PRE GAME #5,NBC,(4:25-4:37PM)(S)

For explanation of symbols, See page A.

DAY SUN. OCT. 14, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																			
ABC ABC NEWSBRIEF-MON		8.58- 8.59PM	8.45	10,700	12.6	10,700	12.6	20	12.6			11,720	13.8	11,720	13.8	20	13.8		
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.09AM	→GRID	27,170	32.0	12,650	14.9	25				27,930	32.9	12,400	14.6	23			
	2	9.00-11.58PM	→GRID																
		11.00							15.2								13.1		
		11.15					14.4*	27*	13.5						12.5*	22*	11.8		
		11.30							14.6								11.5		
		11.45					14.0*	32*	13.3						11.0*	25*	10.4		
		12.00					10.6*	28*	10.6										
ABC ABC BUSINESS BRIEF-MON	1	10.34-10.35PM	10.30	11,970	14.1	11,970	14.1	22	14.1										
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45																
CBS COUNTRY MUSIC AWARDS(S)	2	9.30-11.15PM	→GRID									21,480	25.3	13,160	15.5	23			
		11.00													16.4*	29*	16.4		
NBC NBC NEWS DIGEST-2-M-F	2	9.58- 9.59PM	9.45									26,740	31.5	26,740	31.5	44	31.5		
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE	1	8.14- 8.15PM	8.00	11,040	13.0	11,040	13.0	23	13.0										
ABC AMER. LEAGUE CHAMP-PRE-1(S)	1	8.00- 8.18PM	→GRID	12,060	14.2	11,380	13.4	24											
		8.15							13.6										
ABC AMER. LEAGUE CHAMP-GM-1(S)	1	8.18-11.22PM	→GRID	26,150	30.8	14,350	16.9	28											

			11.00						15.0								
			11.15					14.5*	28*	13.3							
ABC ABC NEWSBRIEF-TUE	2	9.58- 9.59PM	9.45								8,910	10.5	8,910	10.5	16	10.5	
NBC WORLD SERIES PRE GAME #1(S)	2	8.00- 8.19PM	→GRID								17,150	20.2	15,450	18.2	31		19.0
		8.15															
NBC WORLD SERIES GAME #1(S)	2	8.19-12.00MD	→GRID								41,090	48.4	23,520	27.7	44		27.8
		11.00															27.7
		11.15													27.8*	48*	28.3
		11.30															25.4
		11.45													26.8*	54*	
EVENING WEDNESDAY																	
ABC AMER. LEAGUE CHAMP-PRE-2(S)	1	8.00- 8.18PM	→GRID	10,440	12.3	9,590	11.3	20									
		8.15							11.6								
ABC ABC NEWSBRIEF-WED	1	8.15- 8.16PM	8.15	9,680	11.4	9,680	11.4	20	11.4								
ABC AMER. LEAGUE CHAMP-GM-2(S)	1	8.18-11.54PM	→GRID	30,310	35.7	15,110	17.8	29									
		11.00							20.2								
		11.15						19.6*	36*	19.0							
		11.30							19.7								
		11.45						19.4*	42*	18.8							
ABC ABC BUSINESS BRIEF-WED	2	8.58- 8.59PM	8.45								18,760	22.1	18,760	22.1	32	22.1	
ABC ABC NEWSBRIEF-WED	2	9.58- 9.59PM	9.45								18,930	22.3	18,930	22.3	32	22.3	
CBS AMERICAN PORTRAIT SUS(SUS)		8.58- 8.59PM	8.45														
CBS REAGAN FOR PRESIDENT(S)	1	10.55-10.59PM	10.45	17,400	20.5	15,370	18.1	31	18.1								
NBC WORLD SERIES PRE GAME #2(S)	2	8.00- 8.17PM	→GRID								14,260	16.8	13,160	15.5	27		15.9
		8.15															

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING WEDNESDAY-CONT'D																	
NBC WORLD SERIES GAME #2(S)	2	8.17-11.14PM	→GRID 11.00									37,610	44.3	22,070	26.0	40	27.6
															27.6*	47*	
EVENING THURSDAY																	
ABC ABC NEWSBRIEF-THU	1	8.11- 8.12PM	8.00	9,170	10.8	9,170	10.8	19	10.8								
ABC NAT'L LEAGUE CHAMP-PRE-3(S)	1	8.00- 8.17PM	→GRID 8.15	9,250	10.9	8,910	10.5	19	11.2								
ABC ABC NEWSBRIEF-THU	2	8.58- 8.59PM	8.45									8,570	10.1	8,570	10.1	16	10.1
CBS MONDALE FOR PRESIDENT(S)	1	8.54- 9.00PM	8.45	18,170	21.4	16,130	19.0	29	19.0								
EVENING FRIDAY																	
ABC ABC NEWSBRIEF-FRI	1	8.13- 8.15PM	8.00	9,590	11.3	9,340	11.0	22	11.0								
ABC AMER. LEAGUE CHAMP-PRE-3(S)	1	8.00- 8.18PM	→GRID 8.15	10,100	11.9	9,680	11.4	23	11.7								
ABC AMER. LEAGUE CHAMP-GM-3(S)	1	8.18-11.15PM	→GRID 11.00	26,060	30.7	12,900	15.2	26	17.3								
								17.3*	31*	17.3							
ABC ABC BUSINESS BRIEF-FRI	2	8.45- 8.46PM	8.45									12,900	15.2	12,900	15.2	24	15.2
ABC ABC NEWSBRIEF-FRI	2	9.58- 9.59PM	9.45									10,360	12.2	10,360	12.2	19	12.2
CBS AMERICAN PORTRAIT-SUS(SUS)		8.58- 8.59PM	8.45														

CBS REAGAN FOR PRESIDENT-FRI(S)	1	8.54- 9.00PM	8.45	18,420	21.7	15,960	18.8	33	18.8								
NBC WORLD SERIES PRE GAME #3(S)	2	8.00- 8.18PM	→GRID 8.15								12,570	14.8	11,630	13.7	25		14.3
NBC WORLD SERIES GAME #3(S)	2	8.18-11.50PM	→GRID 11.00 11.15 11.30 11.45								34,040	40.1	18,250	21.5	35		23.6 22.9 23.3 22.4
															23.2* 40*		
															23.1* 44*		
NBC REAGAN PAID POLITICAL-NBC(S)	1	8.56- 9.00PM	8.45	8,660	10.2	7,470	8.8	16	8.8								
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.	1	8.11- 8.12PM	8.00	9,420	11.1	9,420	11.1	22	11.1								
ABC NAT'L LEAGUE CHAMP-PRE-4(S)	1	8.00- 8.18PM	→GRID 8.15	10,190	12.0	9,510	11.2	22	12.3								
ABC ABC SPORTS UPDATE-SAT	2	8.58- 8.59PM	8.45								11,630	13.7	11,630	13.7	24		13.7
ABC ABC NEWSBRIEF-SAT.	2	9.58- 9.59PM	9.45								12,900	15.2	12,900	15.2	26		15.2
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	9,250	10.9	9,250	10.9	19	10.9		9,680	11.4	9,680	11.4	20		11.4
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	10,610	12.5	10,610	12.5	21	12.5		8,660	10.2	8,660	10.2	18		10.2
CBS REAGAN FOR PRESIDENT(S)	2	9.53-10.00PM	9.45								12,140	14.3	9,590	11.3	20		11.3
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	11,380	13.4	11,380	13.4	23	13.4		10,440	12.3	10,440	12.3	22		12.3
NBC MONDALE PAID POLITICAL-SA(S)	1	9.56-10.00PM	9.45	10,780	12.7	9,590	11.3	19	11.3								
NBC NBC NEWS DIGEST-2-SAT.	1	9.54- 9.55PM	9.45	9,080	10.7	9,080	10.7	18	10.7								
NBC REAGAN PAID POLITICAL-SAT(S)	2	10.55-11.00PM	10.45								11,380	13.4	9,510	11.2	21		11.2

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING SUNDAY																	
ABC NAT'L LEAGUE CHAMP-GM-5(S)	1	4.17- 7.22PM	+GRID 7.15	32,090	37.8	17,400	20.5	41 21.5*	38*	16.1		12,480	14.7	12,480	14.7	21	14.7
ABC ABC NEWSBRIEF-SUN.	2	8.32- 8.33PM	8.30														
ABC ABC SPORTS UPDATE-SUN	1	8.32- 8.33PM	8.30	11,720	13.8	11,720	13.8	21	13.8								
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	12,140	14.3	12,140	14.3	21	14.3								
ABC ABC SPORTS UPDATE-SUN	2	9.54- 9.55PM	9.45									17,570	20.7	17,570	20.7	31	20.7
ABC PRES. DEBATE ANALYSIS-ABC(S)	1	10.52-11.00PM	10.45	14,940	17.6	11,460	13.5	23	13.5			12,060	14.2	10,610	12.5	22	12.5
ABC REAGAN/BUSH'84 COMMITTEE(S)	2	10.56-11.00PM	10.45									18,510	21.8	7,980	9.4	19 9.2*	16*
CBS CBS NFL FOOTBALL GAME 2	2	4.06- 7.07PM	+GRID 7.00 7.15														9.0 1.2
CBS 60 MINUTES	2	7.05- 8.05PM	+GRID 8.00									20,120	23.7	12,310	14.5	23	19.4
CBS MURDER, SHE WROTE	2	8.05- 9.05PM	+GRID 9.00									22,160	26.1	16,470	19.4	29	20.7
CBS SPORTSBREAK-SUN	1	8.58- 8.59PM	8.45	16,390	19.3	16,390	19.3	29	19.3								
CBS JEFFERSONS	2	9.05- 9.35PM	+GRID 9.30									16,980	20.0	15,200	17.9	26	18.1

CBS SPORTSBREAK-SUN	2	9.03- 9.04PM	9.00							15,710	18.5	15,710	18.5	27	18.5
CBS ALICE	2	9.35-10.05PM	-GRID 10.00							16,560	19.5	14,430	17.0	26	16.7
CBS NEWSBREAK-SUN.	2	10.03-10.04PM	10.00							13,070	15.4	13,070	15.4	24	15.4
CBS TRAPPER JOHN, M.D.	2	10.05-11.05PM	-GRID 11.00							18,170	21.4	14,090	16.6	28	15.7
NBC NFL FOOTBALL GAME 2-NBC	1	4.17- 7.23PM	-GRID 7.30	19,950	23.5	7,470	8.8	18	<<						
NBC NFL FOOTBALL POST 2-NBC	1	7.20- 7.30PM	7.15	6,280	7.4	6,620	7.8	14	7.8						
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	11,970	14.1	11,970	14.1	22	14.1	12,900	15.2	12,900	15.2	22	15.2
NBC NBC NEWS DIGEST-2-SUN.	2	9.56- 9.57PM	9.45							13,750	16.2	13,750	16.2	25	16.2
EVENING MONDAY-FRIDAY															
ABC ABC NEWS:NIGHTLINE		>	11.30 11.45 12.00	6,620	7.8	5,860	6.9	20	7.4 6.8	5,940	7.0	4,580	5.4	14	6.2 4.8 4.1
ABC ABC NEWS:NIGHTLINE-TUE(B)	1	11.53-12.24AM	11.45 12.00 12.15	5,860	6.9	4,410	5.2	21	6.5 5.1 4.1						TU-F TU-F FRI.
ABC ABC NEWS:NIGHTLINE-FRI(B)	1	12.00-12.20AM	12.00 12.15	6,280	7.4	5,350	6.3	19	6.7 5.3						FRI.
ABC ABC NEWS:NIGHTLINE-WED(B)	2	12.00-12.12AM	12.00							3,820	4.5	3,910	4.6	16	4.6
ABC ABC ROCKS	2	12.02-12.33AM	12.00 12.15 12.30							2,890	3.4	1,950	2.3	7	2.7 2.1 2.0
															FRI.

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
EVENING MONDAY-FRIDAY-CONT'D																				
ABC EYE ON HOLLYWOOD		>	12.00	1,610	1.9	1,360	1.6	7	2.1	TU&TH		1,780	2.1	1,360	1.6	6	1.7	TU-TH		
			12.15						1.5	TU&TH							1.5	TU-TH		
			12.30						1.4	TU&TH							2.2	WED.		
			12.45						1.2	TU&TH										
ABC ABC NEWS:NIGHTLINE-MON	2	12.28-12.58AM	12.15									4,410	5.2	3,480	4.1	17	4.8	MON.		
			12.30														4.5	MON.		
			12.45														3.5	MON.		
ABC ABC ROCKS	1	12.20-12.52AM	12.15	2,380	2.8	1,870	2.2	8	2.5	FRI.										
			12.30						2.3	FRI.										
			12.45						1.8	FRI.										
ABC ABC NEWS:NIGHTLINE-MON	1	12.38- 1.08AM	12.30	4,080	4.8	3,400	4.0	20	4.4	MON.										
			12.45						4.0	MON.										
			1.00						3.8	MON.										
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.36- 1.06AM	12.30	5,090	6.0	4,160	4.9	23	5.7	WED.										
			12.45						4.8	WED.										
			1.00						4.1	WED.										
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	13,920	16.4	13,920	16.4	25	16.4	TU&TH		13,580	16.0	13,580	16.0	24	16.0	MTUTH		
CBS NEWSBREAK-M-F		>	9.45	14,860	17.5	14,860	17.5	27	18.6	M-F		11,890	14.0	11,890	14.0	21	13.1	MTUWF		
			10.00						12.9	TUE.							14.9	M & TU		
CBS CAMPAIGN '84		11.30-12.00MD	11.30	4,160	4.9	3,230	3.8	12	4.4	TUE.		4,330	5.1	3,310	3.9	9	4.4	TUE.		
CBS LATE MOVIE I		>	11.45						3.1	TUE.							3.4	TUE.		
			11.30	6,710	7.9	4,250	5.0	17	6.2	M-F		6,110	7.2	3,990	4.7	16	4.6	M-F		
			11.45						6.0*	16*							4.8*	13*		
			12.00						5.8	MWTHF							5.0	MWTHF		
			12.15						4.8	M-F							4.7	M-F		
			12.30						4.6	M-F							4.5*	16*		
			12.45						4.6	M-F							4.4	M-F		
			1.00						4.0*	20*							4.7	M-F		
			1.00						2.9*	21*							5.0*	23*		
		VARIOUS TIMES	(SUS)						2.9	TUE.							4.3*	26*		
CBS LATE MOVIE II		>	12.30	3,650	4.3	2,720	3.2	19	3.9	M-F		3,570	4.2	2,890	3.4	19	3.7	M-F		
			12.45						3.6	MWTHF							3.4*	15*		
			1.00						3.2	M-F							3.4	M-F		
			1.15						3.2*	20*							3.3*	19*		
			1.30						3.2	M-F							3.2	M-F		
			1.45						2.6	TU&TH							3.3	M & TU		
			2.00						2.3	TU&TH							3.5*	28*		
			2.00						2.3	TUE.							3.7	M & TU		
		VARIOUS TIMES	(SUS)														3.5	TUE.		
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	930	1.1	850	1.0	12	1.0	MWTHSU		1,020	1.2	850	1.0	11	1.0	MWTHSU		
			2.15						.9	MWTHSU							1.1	MWTHSU		
CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	GRID	2,120	2.5	680	.8	17		M-THSU		2,380	2.8	760	.9	18		M-THSU		
			2.30						1.2	M-THSU							1.6	M-THSU		
			2.45						1.2	M-THSU							1.5*	21*		
			3.00						1.0	M-THSU							1.4	M-THSU		
			3.15						1.0*	19*							1.2	M-THSU		
			3.30						1.0	M-THSU							1.1*	19*		
			3.45						.9	M-THSU							.9	M-THSU		
			4.00						.8	M-THSU							.9*	18*		
			4.15						.8	M-THSU							.9	M-THSU		
									.7*	18*							.8	M-THSU		
CONT'D																				

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			%	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%			SHARE %	%	
EVENING MONDAY-FRIDAY-CONT'D																				
CBS CBS NEWS NIGHTWATCH-2-CONT'D			4.30						.6	M-THSU								.7	M-THSU	
			4.45					.6*	16*	M-THSU							.7*	18*	M-THSU	
			5.30						.8	M-THSU								.8	M-THSU	
			5.45					.8*	19*	M-THSU							.8*	19*	M-THSU	
NBC NBC NEWS DIGEST-M-F	2	>	8.15									14,690	17.3	14,690	17.3	28	16.2	M-F		
	1	8.58- 8.59PM	8.45	13,670	16.1	13,670	16.1	25	16.1	M-TH							19.0	M & TH		
NBC NBC NEWS DIGEST-2-M-F	1	9.58- 9.59PM	9.45	13,240	15.6	13,240	15.6	24	15.6	TU&TH										
NBC DAVID LETTERMAN SPECIAL(S)	1	11.37-12.37AM	11.30	5,520	6.5	3,480	4.1	14	5.4	MON.										
			11.45					4.7*	14*	MON.										
			12.00						3.9	MON.										
			12.15					3.8*	14*	MON.										
			12.30					3.3*	16*	MON.										
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,910	10.5	5,180	6.1	19	7.1	TU-F		9,170	10.8	5,690	6.7	24	8.2	M-F		
			11.45					6.8*	19*	TU-F						7.8*	22*	7.6	MWTH	
			12.00						6.5	TU-F								6.9	MWTHF	
			12.15					5.5*	20*	TU-F						6.4*	23*	6.3	MWTHF	
			12.30						5.0	TU-F								6.8	TUWF	
			12.45													6.7*	26*	5.8	TUWF	
			1.00															6.2	TU & F	
			1.15													5.6*	28*	5.1	TU & F	
NBC DAVID LETTERMAN I																				
		>	12.30	3,400	4.0	2,890	3.4	18	3.6	M-TH		3,400	4.0	2,800	3.3	18	3.8	M-TH		
			12.45						3.2	M-TH							3.4	MWTH		
			1.00						2.3	MON.							3.5	WED.		
			1.15														3.1	WED.		
			1.30														2.7	TUE.		
			1.45														2.5	TUE.		
NBC FRIDAY NIGHT VIDEOS	1	12.30- 2.00AM	12.30	5,260	6.2	2,380	2.8	15	4.1	FRI.										
			12.45					3.8*	16*	FRI.										
			1.00						3.4	FRI.										
			1.15					2.8*	15*	FRI.										
			1.30						3.2	FRI.										
			1.45					1.8*	13*	FRI.										
NBC DAVID LETTERMAN II		>	1.00	2,460	2.9	2,040	2.4	17	2.7	M-TH		2,460	2.9	2,120	2.5	18	2.7	M-TH		
			1.15						2.2	M-TH							2.5	MWTH		
			1.30						1.5	MON.							2.8	WED.		
			1.45														2.2	WED.		
			2.00														2.2	TUE.		
			2.15														2.0	TUE.		
NBC FRIDAY NIGHT VIDEOS	2	1.22- 2.52AM	1.15									4,670	5.5	2,290	2.7	17	4.3	FRI.		
			1.30														3.3	FRI.		
			1.45													3.1*	16*	2.9	FRI.	
			2.00															2.6	FRI.	
			2.15													2.4*	17*	2.2	FRI.	
			2.30															1.9	FRI.	
			2.45													1.8*	16*	1.6	FRI.	
DAY MONDAY-FRIDAY																				
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,100	1.3	1,020	1.2	15	1.2	M-F		1,020	1.2	930	1.1	14	1.1	M-F		

OTHER PROGRAMS

[illegible]

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS			
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %					
DAY MONDAY-FRIDAY-CONT'D																				
NBC NBC NEWS DIGEST-DAYTIME				2.57-	2.58PM	2.45	3,400	4.0	3,400	4.0	14	4.0	MWF	3,570	4.2	3,570	4.2	14	4.2	MWF
DAY SATURDAY																				
ABC SCHOOLHOUSE ROCK-8:25AM				8.25-	8.29AM	8.15	2,380	2.8	2,040	2.4	17	2.4		2,890	3.4	2,720	3.2	22	3.2	
ABC SCHOOLHOUSE ROCK-9:55AM				9.55-	9.59AM	9.45	4,840	5.7	4,250	5.0	21	5.0		4,840	5.7	4,410	5.2	19	5.2	
ABC SCHOOLHOUSE ROCK-10:25AM				10.25-	10.29AM	10.15	4,670	5.5	4,250	5.0	19	5.0		4,670	5.5	3,990	4.7	17	4.7	
ABC SCHOOLHOUSE ROCK-11:25AM(S)				11.25-	11.29AM	11.15	5,010	5.9	4,410	5.2	19	5.2		4,250	5.0	3,740	4.4	15	4.4	
ABC CFA COLLEGE FOOTBALL GAME				1	3.43-	6.47PM	+GRID 6.45	19,870	23.4	9,420	11.1 11.9*	30 27*	10.5							
ABC CFA COLLEGE FOOTBALL-PRE				1	3.30-	3.43PM	+GRID	5,350	6.3	5,430	6.4	21								
				2	3.30-	3.54PM	+GRID 3.45						4,250	5.0	3,650	4.3	11	4.3		
CBS IN THE NEWS- 8.26AM					8.26-	8.29AM	8.15	2,800	3.3	2,630	3.1	18	3.1	3,140	3.7	2,720	3.2	17	3.2	
CBS IN THE NEWS- 8.56AM					8.56-	8.59AM	8.45	3,910	4.6	3,570	4.2	21	4.2	4,080	4.8	3,820	4.5	21	4.5	
CBS IN THE NEWS-11.26AM					11.26-	11.29AM	11.15	4,160	4.9	3,740	4.4	16	4.4	4,250	5.0	3,820	4.5	16	4.5	
CBS IN THE NEWS-11.56AM					11.56-	11.59AM	11.45	4,160	4.9	3,820	4.5	16	4.5	4,330	5.1	3,910	4.6	16	4.6	
CBS IN THE NEWS- 1.26PM					1.26-	1.29PM	1.15	5,260	6.2	5,010	5.9	20	5.9	4,080	4.8	3,820	4.5	14	4.5	
CBS IN THE NEWS- 1.56PM					1.56-	1.59PM	1.45	4,500	5.3	4,160	4.9	16	4.9	2,630	3.1	2,550	3.0	9	3.0	
CBS CBS COLLEGE FOOTBALL PRE				2	3.30-	3.36PM	3.30							3,310	3.9	2,290	2.7	7	2.7	
NBC ONE TO GROW ON-8:28AM					8.28-	8.30AM	8.15	3,060	3.6	2,800	3.3	23	3.3	2,800	3.3	2,720	3.2	22	3.2	
NBC ONE TO GROW ON-8:58AM					8.58-	9.00AM	8.45	3,910	4.6	3,650	4.3	22	4.3	4,750	5.6	4,500	5.3	25	5.3	
NBC ONE TO GROW ON-10:28AM					10.28-	10.30AM	10.15	7,560	8.9	7,130	8.4	33	8.4	7,300	8.6	6,880	8.1	29	8.1	
NBC ONE TO GROW ON-10:58AM					10.58-	11.00AM	10.45	6,790	8.0	6,540	7.7	29	7.7	7,130	8.4	6,880	8.1	28	8.1	
NBC ONE TO GROW ON-12:28PM					12.28-	12.30PM	12.15	3,990	4.7	3,820	4.5	15	4.5	2,890	3.4	2,550	3.0	9	3.0	
NBC WORLD SERIES PRE GAME #4(S)				2	1.00-	1.20PM	+GRID 1.15							6,790	8.0	5,600	6.6	21	7.3	
DAY SUNDAY																				
ABC NAT'L LEAGUE CHAMP-PRE-5(S)				1	4.00-	4.17PM	+GRID 4.15	9,680	11.4	8,410	9.9	22	11.2							
CBS CBS NFL TODAY					12.30-	12.58PM	+GRID 12.45	6,880	8.1	5,520	6.5	20	7.2	7,130	8.4	5,690	6.7	21	7.4	
CBS CBS NFL FOOTBALL GAME 1				1	12.58-	4.09PM	+GRID	25,130	29.6	11,800	13.9	35								
				2	12.58-	4.02PM	+GRID 4.00 4.15				11.7*	26*	11.5 1.8	22,240	26.2	10,610	12.5 5.8*	32 13*	6.2	
NBC NFL FOOTBALL GAME 1-NBC				1	1.00-	3.58PM	+GRID	16,300	19.2	7,640	9.0	22								
				2	1.00-	4.17PM	+GRID							24,790	29.2	9,420	11.1	28	13.8	
				2	1.00-	4.17PM	+GRID 4.00 4.15						1.0	24,790	29.2	9,420	11.1	28	9.1	
NBC NFL FOOTBALL POST-NBC				1	3.51-	4.00PM	3.45	5,940	7.0	4,080	4.8	11	4.8				13.6*	31*		
NBC NFL FOOTBALL POST-NBC(B) CONT'D				2	4.07-	4.24PM	+GRID							3,910	4.6	3,230	3.8	9		

NielSEN NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY 1/4 HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
DAY SUNDAY-CONT'D																	
NBC NFL FOOTBALL POST-NBC(B)-CONT'D																2.9 <<	
NBC WORLD SERIES PRE GAME #5(S)	2	4.25- 4.37PM	→GRID 4.30								10,190	12.0	10,020	11.8	26	12.0	

Bulletin

A.C. Nielsen Company

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October 26, 1984

VICE-PRESIDENTIAL DEBATE VIEWED
BY 47.9 MILLION U.S. HOUSEHOLDS

Four days after the first Presidential debate, Vice-President George Bush and Geraldine Ferraro met on Sunday, October 11, 1984, for a Vice-Presidential debate. The meeting was in Philadelphia and aired from 9:00 to 10:30 PM.

Nielsen estimates of the audience reached by the combined facilities of the three national television networks are as follows:

	Total Duration		9:00-9:30PM		9:30-10:00PM		10:00-10:30PM	
	%	MM	%	MM	%	MM	%	MM
Total Audience Households	56.4	47.9						
Average Audience Households	43.6	37.0	43.1	36.6	44.1	37.4	43.5	36.9
Total Persons*	25.5	56.7	25.8	57.3	25.6	57.0	25.0	55.7
Total Women	31.9	28.2	32.2	28.5	32.1	28.4	31.3	27.7
18-49	22.6	12.6	22.7	12.7	22.6	12.6	22.4	12.5
55+	49.6	13.5	50.1	13.7	50.3	13.7	48.5	13.2
Total Men	30.9	24.7	30.8	24.6	31.2	25.0	30.6	24.5
18-49	22.1	11.9	21.7	11.8	22.2	12.0	22.2	12.0
55+	52.1	10.8	52.3	10.8	53.7	11.1	50.3	10.4
Total Teens	9.9	2.1	10.4	2.2	9.6	2.0	9.5	2.0
Total Children*	5.2	1.7	6.1	2.0	4.9	1.6	4.6	1.5

*Excluding children under 2 years of age.

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October 26, 1984

OVER 50 MILLION U.S. HOUSEHOLDS
TUNE IN FIRST PRESIDENTIAL ELECTION DEBATE

On Sunday, October 7, 1984, the first debate between President Ronald Reagan and Walter Mondale was held in Louisville, Kentucky, from 9:00-10:44PM.

Nielsen estimates of the household and persons audiences reached by the combined facilities of the three national television networks are as follows:

	Total Duration		9-9:30PM		9:30-10PM		10-10:30PM		10:30-10:44PM	
	%	MM	%	MM	%	MM	%	MM	%	MM
Total Audience Households	59.1	50.2								
Average Audience Households	45.3	38.5	44.8	38.0	45.2	38.4	45.8	38.9	45.6	38.7
Total Persons*	29.3	65.1	29.1	64.6	29.3	65.3	29.5	65.6	29.1	64.7
Total Women	35.9	31.8	35.5	31.4	35.8	31.7	36.3	32.2	36.1	32.0
18-49	28.1	15.7	27.7	15.4	27.9	15.6	28.5	15.9	28.8	16.1
55+	49.7	13.5	49.6	13.5	50.2	13.7	49.5	13.5	49.1	13.4
Total Men	37.4	29.9	36.8	29.4	37.2	29.7	38.4	30.6	37.1	29.6
18-49	29.3	15.8	29.3	15.8	28.8	15.6	30.2	16.3	28.7	15.5
55+	52.7	10.9	53.2	11.0	53.5	11.1	52.4	10.8	51.1	10.6
Total Teens	3.7	.8	3.2	.7	3.8	.8	3.3	.7	5.6	1.2
Total Children*	8.0	2.6	9.3	3.1	9.2	3.1	6.5	2.1	5.6	1.8

*Excluding children under 2 years of age.